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Western SoMa Community Plan

DRAFT FOR CITIZENS REVIEW
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Western SoMa Citizens Planning Task Force

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Western SoMa Community Plan

Prepared by the
Western SoMa Citizens
Planning Task Force
as their Draft for Citizens Review

August 14, 2008

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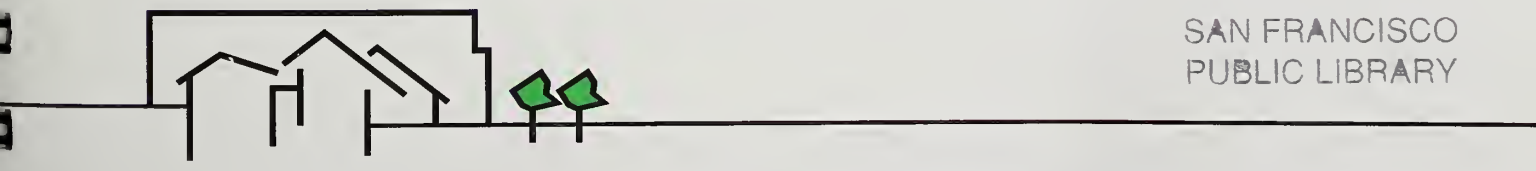

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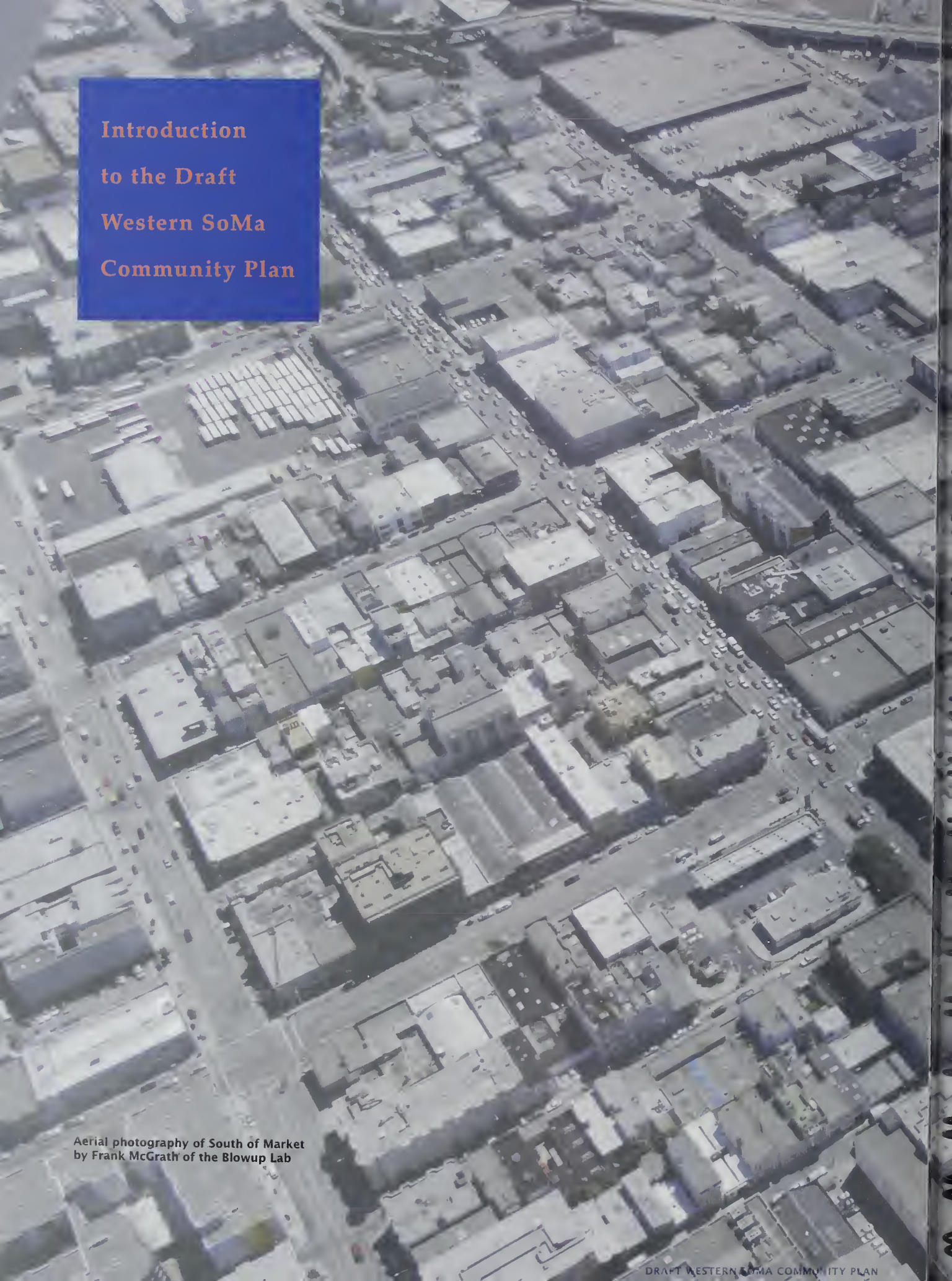
Introduction to the Draft Western SoMa Community Plan



Aerial photography of South of Market
by Frank McGrath of the Blowup Lab

Imagine South of Market a hundred and fifty years ago. To the north rose gentle hills with breathtaking views of the bay; to the south and west, along the length of what the Spaniards called the "Peninsula of Promise," lush ranchos radiated out from the Mission Dolores. With the discovery of gold in 1848, this quiet agrarian life disappeared. San Francisco was transformed overnight from a sleepy Spanish village to a frenetic city that boasted a population of 42,000 by the end of 1852. Ships from all over the world crowded into Yerba Buena Cove. South of Market became the entry point, the portal for tens of thousands of immigrants. Merchants, entrepreneurs and adventurers began to populate the marshes and sand dunes of what we now call SoMa.

The early waterfront activity, coupled with the coming of the railroad, established South of Market as the economic engine of San Francisco. From the early Gold Rush days to the reconstruction of the city following the 1906 earthquake, the movement of goods and the need for essential services gave rise to SoMa's blue collar legacy. Factories and warehouses stretched from the Embarcadero to the Mission. SoMa's unique street grid, with blocks more than twice the size of those elsewhere in the city, reflect the traditions and character of an industrial neighborhood.

Alleys began to bisect those enormous blocks, creating residential enclaves for the working class population. Boarding houses and single room occupancy hotels dotted the landscape. As multiple generations of immigrants passed through South of Market to settle throughout the city, some chose to stay.

South of Market is particularly important to the Filipino and LGBTQ communities and it is a cultural heritage we seek to preserve. Filipino veterans of World War II crowded our alleys with their children and families and they filled our schools and churches, their bayanihan (community spirit) shining as brightly as their parol lanterns light up our holidays.

Following the war, gay men and women began to establish their own social institutions, political organizations, homes and traditions. The Lesbian, Gay, Bisexual, Transgender and Queer communities add a richness to our cultural fabric. The Folsom Street Fair (which turned the words "Folsom Street" into an internationally accepted synonym for kink) is the third largest outdoor event in the State of California.

During the 1990s, spurred on by the growth of multi-media and the "dot com boom," thousands of new housing and "live/work" units were built. The economy, infrastructure and culture of South of Market were unprepared for such rapid and unplanned gentrification. Many traditional jobs disappeared. Printing, manufacturing, auto repair – many of the service and light industries – were pushed out by rising real estate prices and the changing demographics. Western SoMa has seen the growth of late night entertainment and a flourishing underground artist community, serving not only San Francisco but the entire Bay Area. These resources should be able to flourish in a truly mixed use area of the city like South of Market but like many other aspects of this community, their existence has come under pressure from greater residential development, conflicts and incompatibility.

The early warning signs – displacement of small businesses, population shifts, social instability, escalating conflicts between competing uses – screamed out for more comprehensive planning. Citywide discontent led

to a return to district elections and a progressive sweep of the Board of Supervisors. SoMa was first in line to demand better planning.

The Western SoMa Citizens Planning Task Force was the community's response: a grassroots community-based citizens body that brought together a broad range of stakeholders. Unlike any other planning effort in San Francisco's recent history, the Task Force is an experiment in both representative democracy – in that it consists of 26 members appointed by the Board to represent all aspects of community life – and participatory democracy, where everyone shares in a visioning, values and validation process.

This Plan is the product of a three year effort based on our shared vision and values. In August of 2006, by consensus, the Task Force adopted a set of thirteen Planning Principles (see page 1:2) which provide the foundation for the Plan.

With the assistance of Planning Department staff – and in particular driven by Paul Lord's dogged pursuit of excellence – and the Department of Public Health, the Transportation Authority and MTA, the Mayor's Office of Housing and the Office of Economic and Workforce Development and our colleagues at Asian Neighborhood Design, with invaluable contributions from students at San Francisco State University, Cal Poly San Luis Obispo, UC Berkeley and many others, the "Citizen Planners" of the Western SoMa Task Force examined in great detail the past history, present realities and future potential of this neighborhood.

The Task Force sought to stabilize the community through small, incremental steps, such as neighborhood notification, which accorded the residents of SoMa the simple courtesy of knowing in advance when new developments were planned for their community and by enacting formula retail controls. Limitations on market-rate SRO construction were adopted. The threat posed by large institutions to the service and light industries was abated. Careful research, open dialog and the willingness to compromise have led the Planning Commission and Board of Supervisors to support every initiative, often unanimously, that the Task Force has brought forward.

This Plan is only a first cut at what they will be asked to adopt and implement next year. It is the result of decisions developed through hundreds of hours of committee meetings, vetted through three Town Halls and is one of the first plans ever to be thoroughly scrutinized at every step of the drafting process by the application of the Department of Public Health's "Healthy Development Measurement Tool."

The creation of the Western SoMa Community Plan has been in many ways an enormous exercise in focused

and applied Public Comment. Many have been with us throughout this three year process, attending the town halls or other meetings we've held in the neighborhoods of Western SoMa or joining us at city hall for a grueling regimen of monthly meetings.

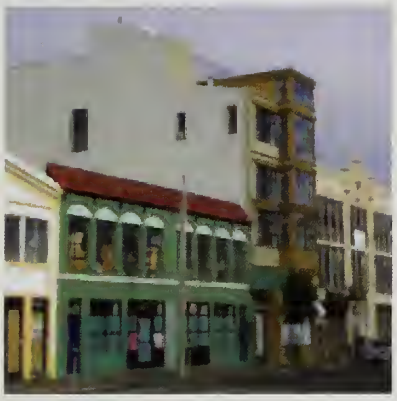
Dialog and consensus have been the norm. When divergent voices have arisen, they've been offered a seat at the table. When new ideas were brought forward, we haven't hesitated to change our minds. This has been a far more efficient process than other recent Planning Department efforts. There are ideas and elements here not found in other community plans: safety and the public welfare; social heritage preservation; economic and workforce development; sustainable growth management programs. The Task Force is responsible for bringing to the larger Eastern Neighborhoods process the fundamental notion that we must build complete neighborhoods.

The Task Force voted on June 25, 2008 to release this Plan as the Draft for Citizens Review. Following its release, as work on the Environmental Impact Report gets underway, the Task Force will begin even more extensive public outreach, including a workshop on the fundamental assumptions of the Plan and another meeting of the full Task Force devoted entirely to Public Comment. Our website, www.sfgov.org/westernsoma, maintains a direct public comment link from the page where this draft plan was developed. Written and verbal responses commenting on the Draft Plan will be compiled into a stand-alone document which, upon the Task Force's adoption of the Final Plan, will accompany the Plan to the Planning Commission and the Board of Supervisors as a matter of public record.

Long-time residents and newcomers to the neighborhood, market-rate developers, non-profit housing providers, tenants rights activists, community-based organizations, SRO hotel residents, small business owners, artists, organized labor, transportation, public health and urban planners and advocates for the disabled, youth, pedestrians and bicyclists, parks and open space, preservation and the entertainment industry have all contributed to the process. This is our neighborhood, our community and our plan.

Jim Meko, Chair

Toby Levy, Vice Chair
Western SoMa Citizens Planning Task Force
www.sfgov.org/westernsoma



Land Use

It has been said, on more than one occasion, that all politics in San Francisco can be traced back to land use. During the last few years of the 20th Century, as the industrially zoned eastern portions of San Francisco became the speculative playground of live/work development and emerging high tech internet businesses, the politics reached a fevered pitch. The Planning Department responded with moratoriums and launched the most significant local planning program since the City was first subject to comprehensive zoning controls. In a complex built environment reeling under 21st Century retooling, neighborhood politics began to coalesce around the localized Planning Department initiated rezoning efforts.

In one neighborhood, the Western SoMa, concerned citizens went so far as to convince their local Supervisor that, as a group, they could bring additional credibility and sensitivity to the Planning

Department's rezoning efforts. It began with the relatively simple concept of "citizen planners" developing a plan for their neighborhood. The formalization by the Board of Supervisors and the evolution of a participatory democratic decision making model built around 23 appointed citizen planners working alongside of three different City Department representatives has been characterized by insiders and observers as a "messy" process.

At the heart of the mess is the very complex set of interrelated decisions necessary to guide the development opportunities in this neighborhood for the first few decades of the 21st Century. The appointed Task Force of "citizen planners" was clear and unified on a couple of points. First, they wanted to start their planning process from an explicit articulation of their collective values. Second, they deeply appreciate the extremely nuanced character of their neighborhood. For the first six months they worked to get to know one another and craft their collective values statement that was subsequently detailed in supporting Planning Principles.

VALUES STATEMENT

The Western SoMa Citizens Planning Task Force shall promote neighborhood qualities and scale that maintain and enhance, rather than destroy, today's living, historic and sustainable neighborhood character of social, cultural and economic diversity, while integrating appropriate land use, transportation and design opportunities into equitable, evolving and complete neighborhoods. Throughout the life of this Task Force, the membership shall respect one another, be responsive to the constituencies they represent and foster a citizen-based democratic decision-making process.

PLANNING PRINCIPLES

- Mitigate to the fullest extent possible neighborhood impacts resulting from new development.
- Stabilize the neighborhood against speculative land use proposals and developments.
- Promote safety in all areas of the public realm (e.G., Streets, sidewalks, parks, etc.).
- Maintain and encourage the existing community cultural diversity.
- Proposed new land use development shall primarily serve the needs of existing residents and businesses. Citywide and regional needs are

subordinate to existing local needs.

- Maintain and promote diversity (e.g., day/night, living/working, spectrum of uses, etc.) Of neighborhood land uses.
- Provide clear and simple community planning policies and zoning recommendations.
- Generally maintain the existing scale and density of the neighborhood.
- Promote environmental sensitivity in new development projects.
- Encourage nurturing characteristics and maximize opportunities for seniors, families, youth and children.
- Develop and maintain local accountability and monitoring mechanism.
- Provide periodic reassessment of the community plan.
- Maximize general environmental quality and health.

A core Values Statement and the supporting Planning Principles developed by the Western SoMa Task Force (Task Force) are the big concepts that identify this neighborhood as a mixed use place where future change should build on a rich history of innovation and traditions. To the east of the Western SoMa Special Use District (Western SoMa SUD) lie major portions of the rest of the South of Market Area (SoMa). Together, the Western SoMa SUD and East SoMa were last rezoned by the Planning Department (working closely with the greater community) in the late 1980s. East SoMa is one of the plan areas referred to as the Eastern Neighborhoods by the Planning Department. The Western SoMa Task Force and the Planning Department efforts in East SoMa have benefited from a mutual learning process. Many ideas in the East SoMa Plan missing in earlier Planning Department drafts have their roots in the deliberations of the Western SoMa Citizens Planning Task Force.

Issues where cultural and historic preservation are emphasized in the East SoMa Plan were at the heart of the early citizens' notions that they could do more sensitive planning for their neighborhood than the Planning Department staff leading them. Another big idea in the East SoMa Plan, that of a "complete neighborhood" (actually one of the Western SoMa Task Force's working committees), owes much to the work of this Task Force.

Finally, the Western SoMa Community Plan diverges from the East SoMa Plan by addressing local, citywide and regional needs in the neighborhood through:

- Focused infill housing opportunities that build on existing residential areas with nearby residential services; and
- Capitalizing on focused real 21st Century business opportunities that meet local and broader strategic needs.

Objectives 1.1 and 1.2 are core to the Western SoMa SUD neighborhood planning efforts. Objective 1.1 enshrines the existing mixed-use character of Western SoMa as the fundamental model for this plan and Objective 1.2 addresses the need to buffer existing and future land uses in ways that minimize conflicts with adjacent uses. From these two Objectives, many Policies and associated implementing recommendations follow. The first set of policies below establish basic parameters for building a viable, mixed-use neighborhood north of Harrison Street. The second set of policies adds detail to the goal that future land use opportunities should retain and build a locationally sensitive job district south of Harrison Street and the highway that traverses the neighborhood.

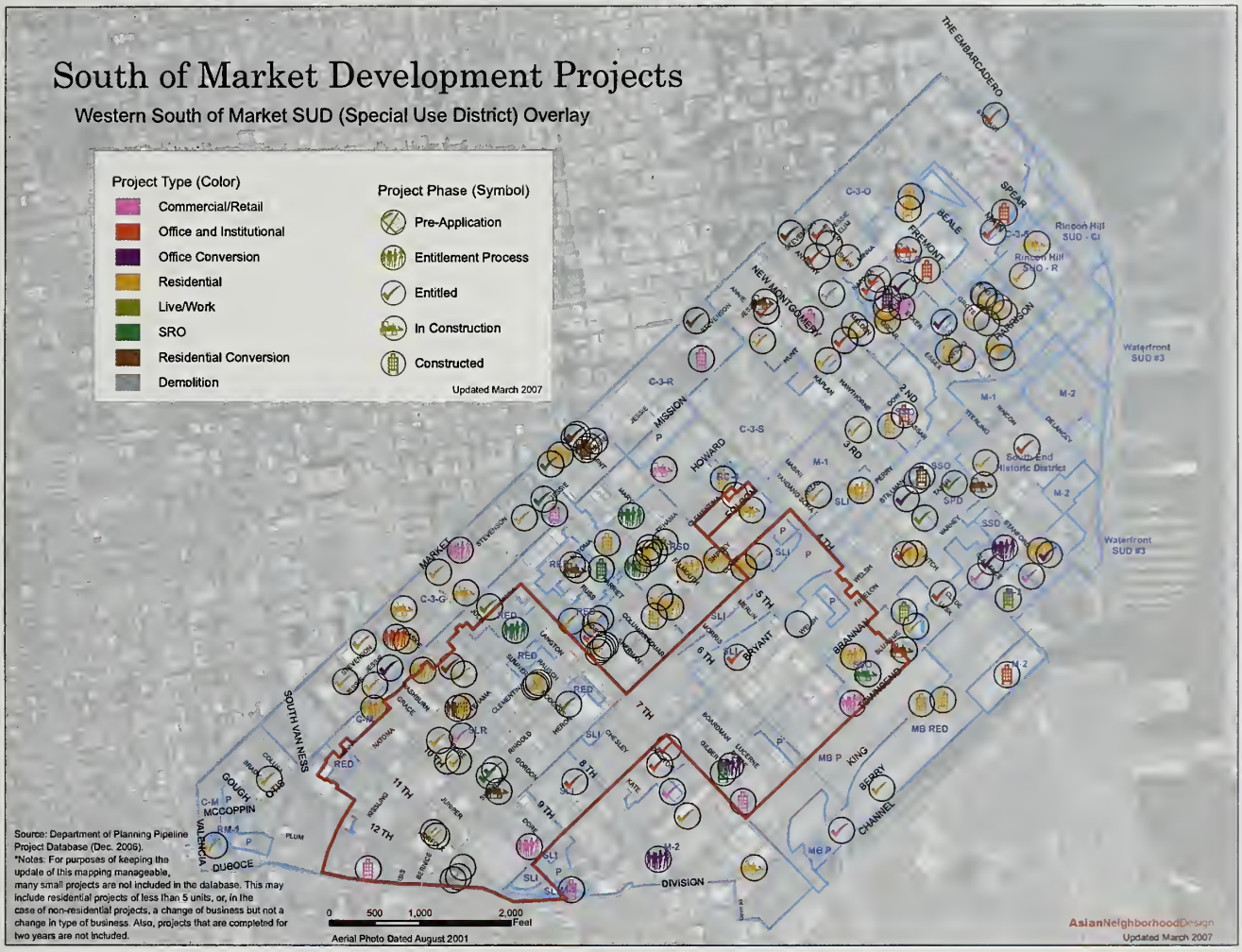
At a very broad level, a continuum planned for in the Western SoMa SUD progresses from non-residential uses on a Townsend Street high-tech corridor northwards, with diverse local and regional serving non-residential uses to the south side of Harrison Street and the elevated highway. North of Harrison Street, development goals call for an increasingly residential neighborhood character of smaller scale that embraces a "mix of uses" and new mixed-used development.

OBJECTIVE 1.1

Build on an existing mixed-used character that encourages production of residential uses in areas most appropriate for new housing with a proximate mix of uses and services serving local needs and thereby developing a complete neighborhood

POLICY 1.1.1

Western SoMa land uses should progress from non-residential uses south of Harrison Street northward to an increasingly residential neighborhood with retention of a mix of uses and new mixed-use developments where appropriate.



POLICY 1.1.2

Identify existing residential clusters in Western SoMa.

POLICY 1.1.3

Protect existing and newly designated residential clusters with Residential Enclave District zoning controls.

POLICY 1.1.4

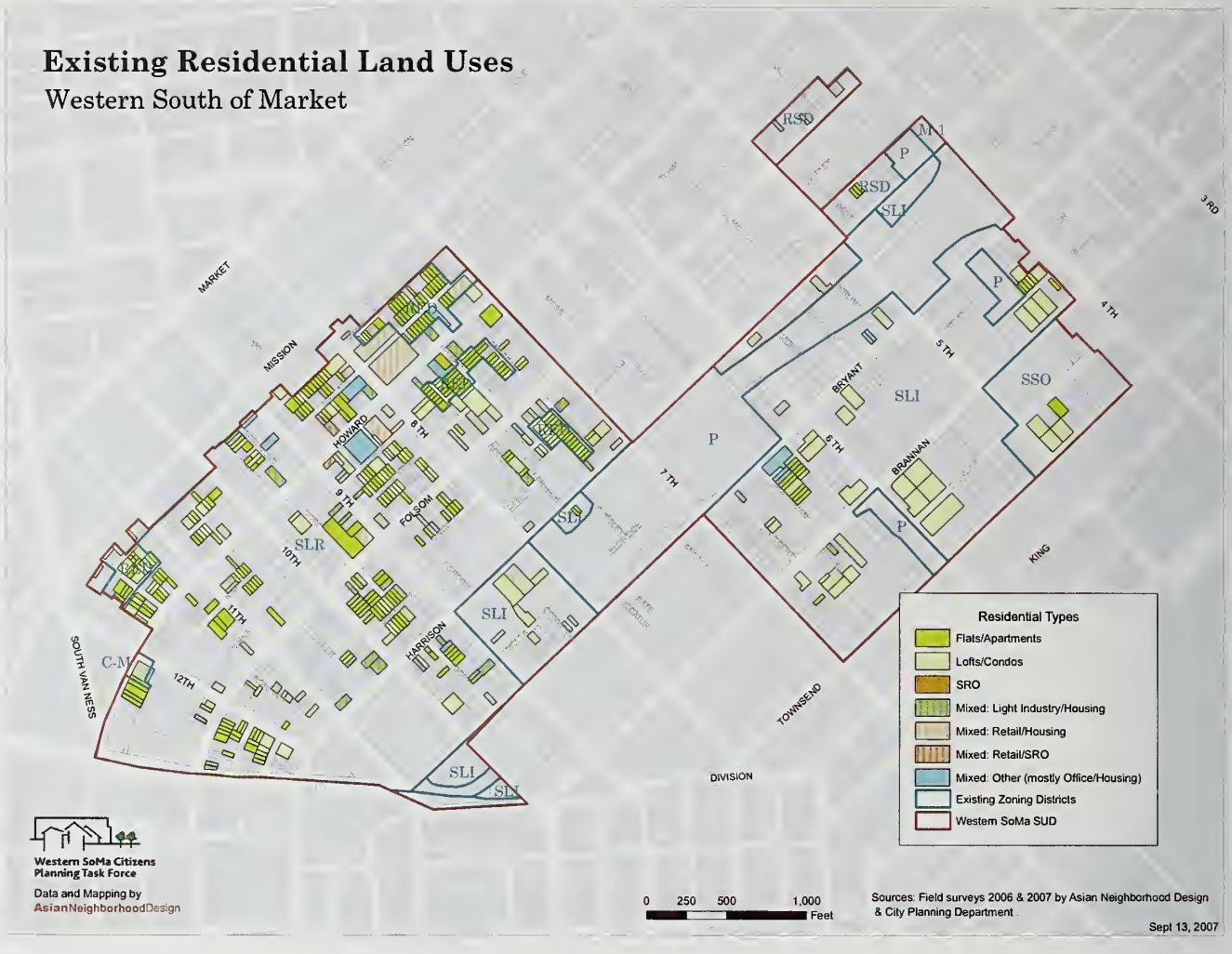
Encourage increased height and density in the "Downtown Folsom" neighborhood serving commercial corridor between 7th and 10th Streets.

POLICY 1.1.5

Restrict larger formula retail uses north of Harrison Street to "large development sites" (LDS) of one acre or more.

POLICY 1.1.6

Establish vertical zoning standards in locations encouraging new mixed-use development and preserving a mix of uses.



The broader opportunity for neighborhood business success is predicated on maintaining a vibrant and robust area for innovation and evolution of the current business constellation. Generally, the businesses north of Harrison should be smaller scale and predominantly resident serving. South of Harrison, the character changes to larger parcels with opportunities for larger employers that should not have to compete with where residential and office real estate markets set the land values.

OBJECTIVE 1.2

Encourage preservation of existing and viably appropriate new land uses in locations that provide the greatest opportunites for success and minimize conflict with residential uses

POLICY 1.2.1

Re-name, re-district and re-purpose the existing Service Light Industry (SLI) zoning district as a new Service, Arts and Light Industrial (SALI) zone.

POLICY 1.2.2

Locate appropriate new non-residential uses south of Harrison Street.

POLICY 1.2.4

Preserve opportunities for existing land uses south of Harrison Street to successfully coexist.

POLICY 1.2.5

Establish a mid-rise business corridor on Townsend Street designated for 21st Century high tech and digital-media uses.

POLICY 1.2.6

Prohibit housing outside of designated Residential Enclave Districts (RED) south of Harrison Street.

POLICY 1.2.7

Retain and incorporate into the Western SoMa SUD zoning controls the Formula Retail Controls and Policies currently being used by the Planning Commission for the neighborhood.

SIZE

New formula retail uses should maintain the use size characteristics of nearby retail uses. By nearby the Planning Commission means to evaluate retail uses on the proposed and opposing block face.

The Planning Commission will seek to ensure sufficient separation of formula retail uses and thereby avoid clustering any formula retail uses in the Western SoMa SUD. By sufficient separation the Planning Commission means to avoid to the greatest extent possible more than two formula retail uses on either the proposed block face and/or the opposing block face.

USE TYPE

Discourage single, stand alone formula uses, and encourage formula retail uses to be integrated with non-formula retail and other uses in the Western SoMa SUD.

Encourage the integration of pedestrian friendly and publicly-accessible open space in new formula retail use proposals.

Discourage drive-through formula retail uses.

LOCATION

Auto-oriented formula retail uses will be discouraged north of Highway 80 in the Western SoMa SUD.

Auto-oriented formula retail uses will be discouraged in heavily used pedestrian areas (e.g., schools and parks) or in proximity to existing clusters of residential uses.

continued on next page

Pedestrian oriented formula retail uses will be encouraged near existing clusters of residential uses.

OTHER

Discourage formula retail uses requiring multiple curb cuts.

Encourage a mix of uses and discourage the sole use of a development site by formula retail uses and their required parking (especially when required parking is provided in a surface parking area).

Discourage any formula retail use that could increase demand for double parking (legal or illegal).

Discourage exclusive pedestrian entrances to formula retail uses from parking lots and encourage primary retail entrances from street frontages.

Preferences should be given to new formula retail uses that willingly participate in formalized local resident job hiring programs.

Conditional Use findings adopted by the Planning Commission for the Western SoMa SUD

POLICY 1.2.8

Limit commercial development of retail uses to no more than 25,000 square feet throughout the Western SoMa SUD. These larger retail uses shall be allowed to locate without restriction south of Harrison Street and be permitted only on large development sites (LDS = one acre or larger) north of Harrison Street.

OBJECTIVE 1.3

Minimize noise impacts and ensure appropriate noise ordinance requirements are met

POLICY 1.3.1

Reduce potential land use conflicts by providing accurate background noise-level data.

IMPLEMENTATION 1.4.1.1

Update the 1972 San Francisco Transportation Noise-Level map in the General Plan Noise Element to reflect current conditions and to ensure compatible land use planning.

POLICY 1.3.2

Reduce potential land use conflicts by carefully considering the location and design of both noise-generating uses and sensitive uses in the Western SoMa.

OBJECTIVE 1.4

Improve indoor air quality for sensitive land uses in Western SoMa

IMPLEMENTATION 1.4.2.1

As part of the environmental review process for proposed new uses expected to generate noise levels exceeding ambient noise, work with the Department of Public Health to identify any existing sensitive uses near the proposed new noise generating use and analyze the potential impacts of the proposed noise generating use on nearby sensitive uses.

POLICY 1.4.1

Minimize exposure to air pollutants from existing traffic sources for new residential developments, schools, daycare and medical facilities.

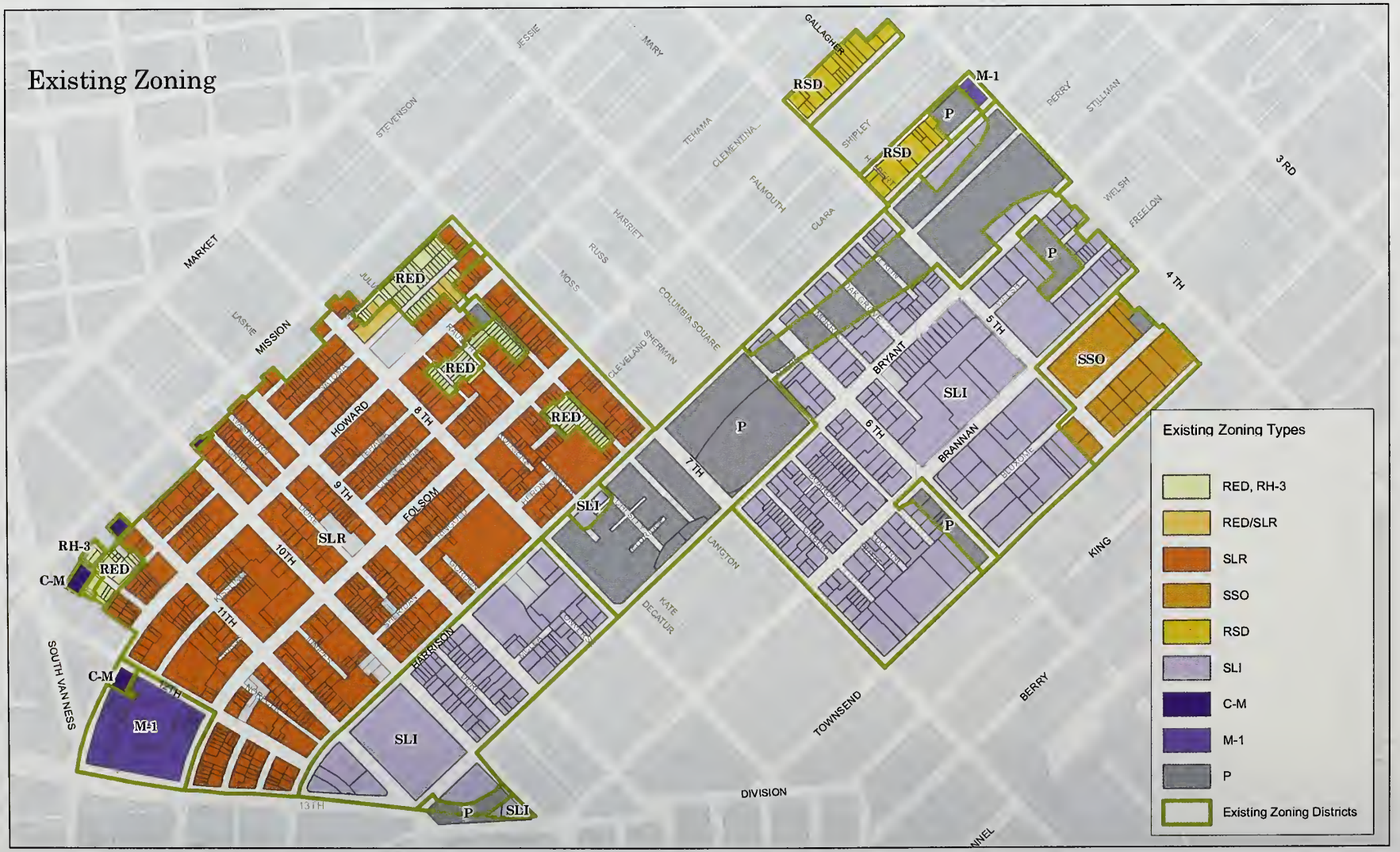
IMPLEMENTATION 1.4.1.1

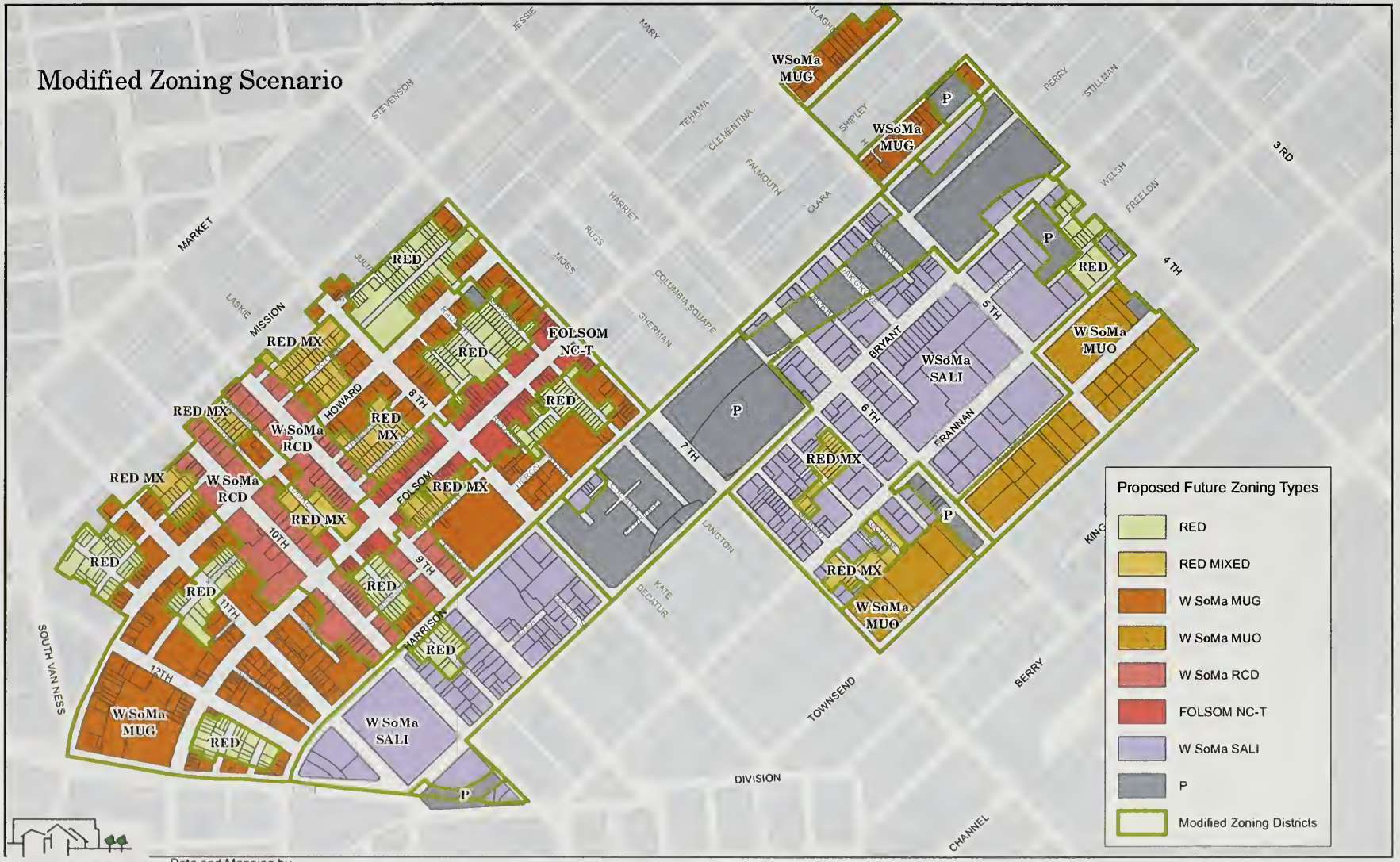
As part of the environmental review process for proposed new sensitive uses, including residential, childcare, and school facilities, work with the Department of Public Health to perform the appropriate exposure analysis.

Avoid locating sensitive uses adjacent to high volume traffic and freight routes. If sensitive uses are located in a 500 feet buffer of areas where average daily vehicle counts exceed 100,000, require the use of an HVAC system with filtration to reduce/mitigate infiltration of vehicle emissions as warranted by exposure analysis.

Consider limiting building heights adjacent to roadways with very high traffic flows, as taller buildings create "urban canyons" which can reduce the dispersion of air pollutants and increase ambient exposure levels.

Western South of Market




Modified Zoning Scenario
Proposed Future Zoning Types
RED
RED MIXED
W SoMa MUG
W SoMa MUO
W SoMa RCD
FOLSOM NC-T
W SoMa SALI
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Modified Zoning Districts
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Western SoMa Citizens Planning Task Force
Data and Mapping by Asian Neighborhood Design Community Planning
June 2, 2008
MARKET
MISSION
LASKIE
STEVENSON
JESSIE
MARY
TEHAMA
CLEMENTINA
FALMOUTH
CLARA
HARRIET
RUSS
MOSS
COLUMBIA SQUARE
SHERMAN
SHIPLEY
PERRY
STILLMAN
WELSH
FREELON
3 RD
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11TH
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HOWARD
FOLSOM
HARRISON
BRYANT
FRANNAN
LANGTON
KATE DECATUR
TOWNSEND
DIVISION
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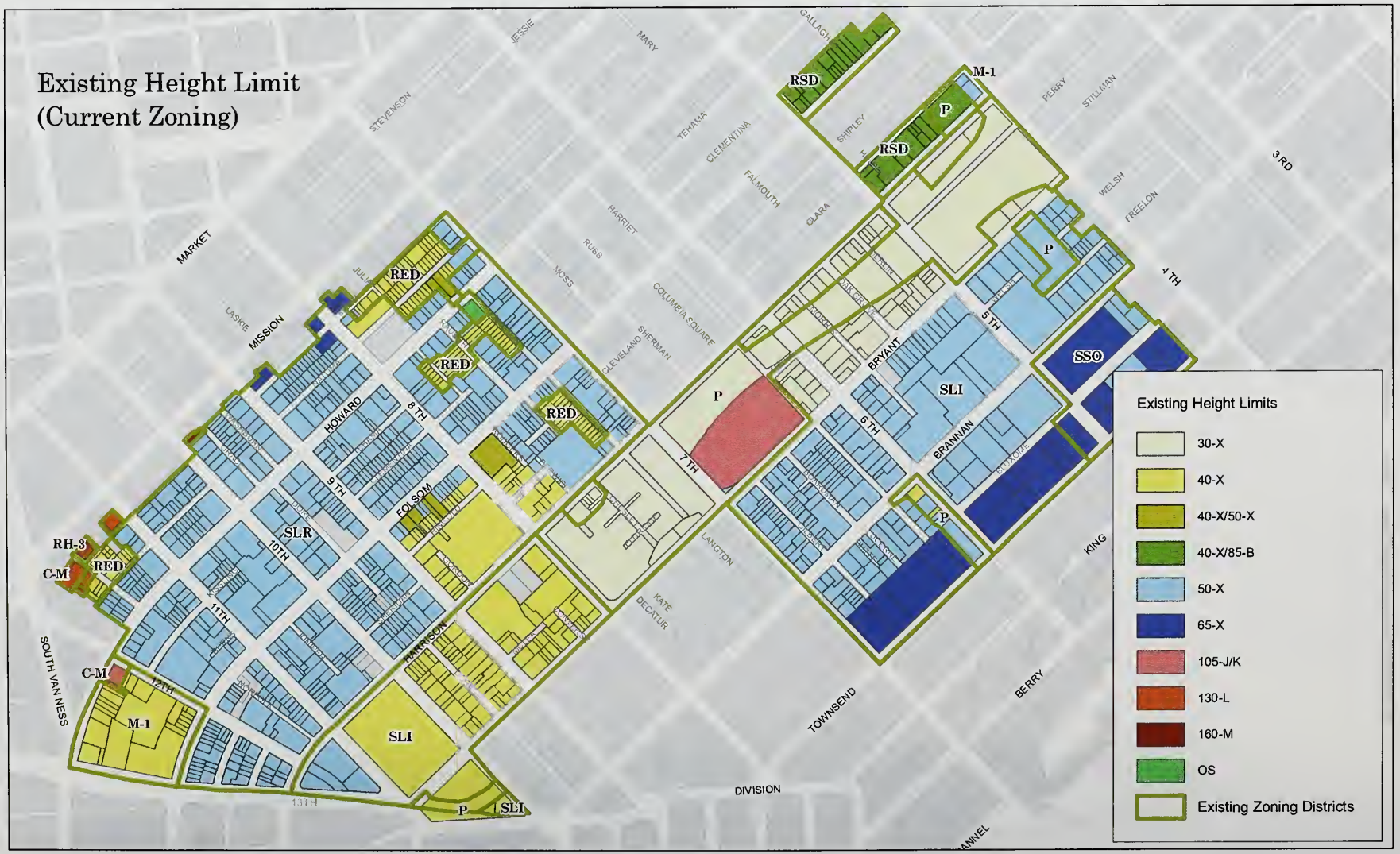
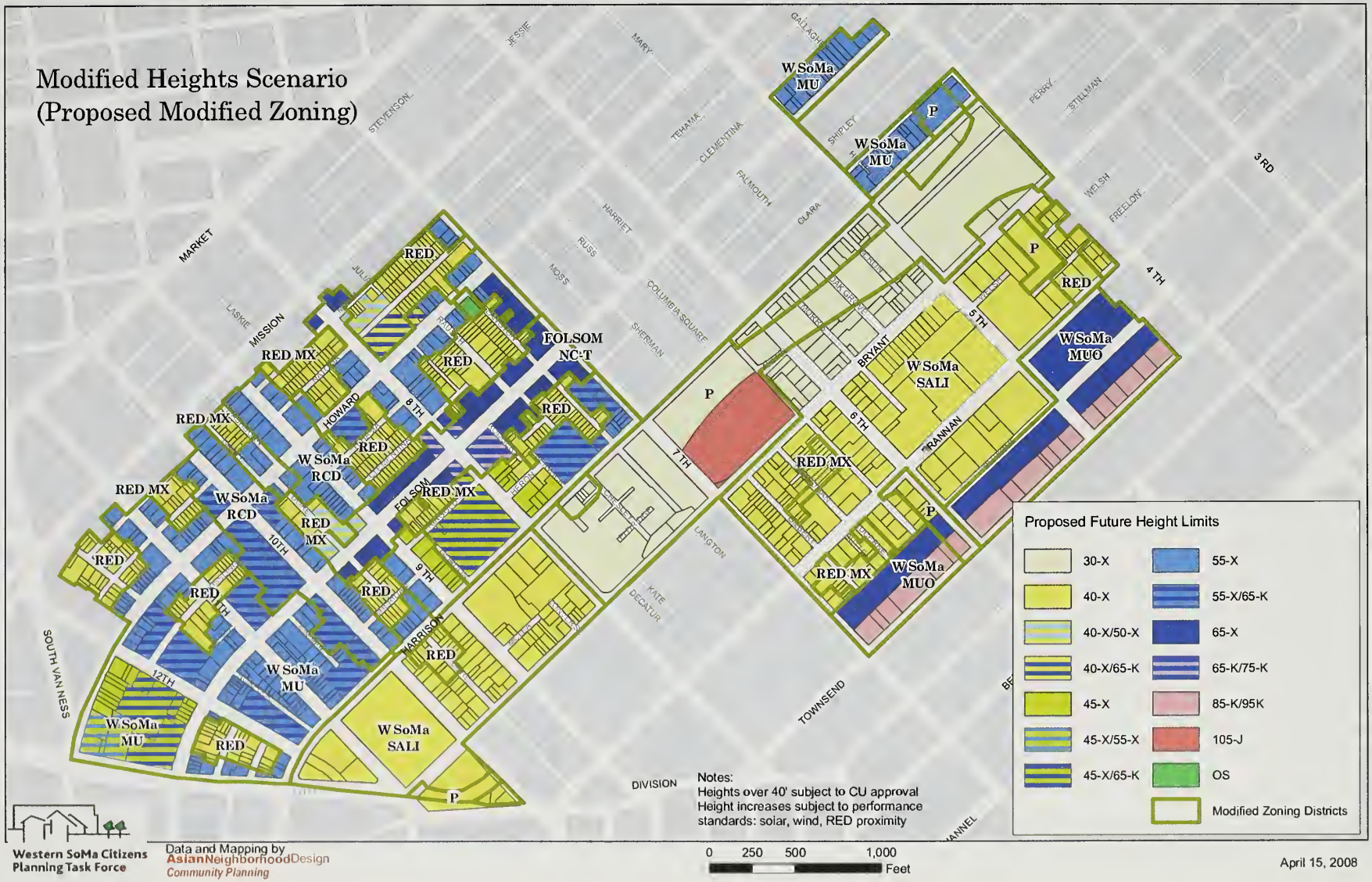
Western South of Market




Modified Heights Scenario
(Proposed Modified Zoning)
MARKET
MISSION
STEVENSON
JESSIE
MARY
TEHAMA
CLEMENTINA
FALMOUTH
HARRIET
RUSS
MOSS
COLUMBIA SQUARE
SHERMAN
GUARA
SHIPLEY
PERRY
STILLMAN
WELSH
FREELON
3RD
4TH
5TH
6TH
7TH
9TH
10TH
12TH
HOWARD
FOLSOM
HARRISON
BRYANT
TRANNAN
LANGTON
KATE DECATUR
TOWNSEND
DIVISION
SOUTH VAN NESS
RED
RED MX
FOLSOM NC-T
W SoMa RCD
W SoMa MU
W SoMa SALI
W SoMa MUO
P
Notes:
Heights over 40' subject to CU approval
Height increases subject to performance standards: solar, wind, RED proximity
Proposed Future Height Limits
30-X
40-X
40-X/50-X
40-X/65-K
45-X
45-X/55-X
45-X/65-K
55-X
55-X/65-K
65-X
65-K/75-K
85-K/95K
105-J
OS
Modified Zoning Districts
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Data and Mapping by
AsianNeighborhoodDesign
Community Planning
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April 15, 2008

NOTES

Neighborhood Economy

The Task Force, through the guidance and assistance of numerous consultant and university studies, analyzed opportunities and formulated a vision for future non-residential activities that are both locationally appropriate and responsive to local and regional 21st Century economic needs. In addition to the economic consultant studies, the Western SoMa Task Force prepared neighborhood economy recommendations that pay special attention to the Citywide Economic Strategy, and the Bio-Science, Back Streets and Arts Task Force recommendations.

Simply put, the Task Force recommendations seek to relax current office regulations throughout the neighborhood, encourage residential serving business north of Harrison Street, foster opportunities for a creative and innovation driven job base south of Harrison Street, and develop a continuous high technology business office corridor along Townsend Street, while judiciously allowing the expanded neighborhood introductions of formula and large retail uses. The objectives and policies that follow articulate the Task Force recommendations for early 21st Century business activities in the Western SoMa SUD.

Since the rebuilding of this neighborhood following the 1906 earthquake, the non-residential commercial activities have been both diverse and locationally opportunistic. The rebuild featured, warehousing uses serving the nearby Port of San Francisco, contractors serving the construction and building service needs of the downtown core located in the neighborhood. Similarly, auto service garages and entertainment uses seeking locations that did not disturb nearby residents while providing venues for visitor trade, also found homes in the Western SoMa. More recently, high technology internet and multimedia arts businesses have all been important business activities in the Western SoMa 20th Century landscape. When last rezoned in the late 1980s, the neighborhood

faced imminent office development pressures spilling over from a robust and expanding downtown area. Today, the neighborhood is viewed by many as an ideal location for fulfilling citywide housing needs. The Task Force seeks solutions to balance the competing needs of housing production with the long standing diverse neighborhood commercial character.

Commercial traditions in the Western SoMa SUD can largely be characterized by one word – innovation. To this day, the neighborhood has been one of the preferred San Francisco locations for new start up business that define emerging market opportunities. In part led by the gay and artist communities that located in the area during the last few decades of the 20th Century, the neighborhood continues to provide a cornucopia of business types. More often than not, the neighborhood businesses are small, employing less than 10 people and occupying less than 5,000 square feet.

A recent increase in the residential population is now giving rise to the demand for businesses that serve the new and existing residents. Two decades ago, the existing residents were clamoring for a grocery store. Today, there are four new grocery stores serving the neighborhood as well as discount grocery outlet stores nearby. The neighborhood building stock retains numerous buildings that served early 20th Century warehousing and manufacturing activities. Some of these buildings have undergone creative adaptive re-use to reconfigure them for more contemporary business needs. Elements of the more historic building stock remain underutilized and face uncertain futures in the 21st Century economy.

The first two neighborhood economy objectives provide a foundation for more detailed polices that follow and add detail to the non-residential vision for the neighborhood. The first set of polices below establishes basic parameters for preserving and expanding existing neighborhood commercial activities. The second set of policies adds detail to the second point of future commercial uses in the Western SoMa SUD.

Small businesses comprise the heart of the Western SoMa business base. Adopting regulatory (and economic development) policies sensitive to small businesses needs will help retain existing and attract new firms, promote the neighborhood role as a center of innovation and support workforce priorities, as maturing businesses are better able to hire and train less-skilled workers.

The service sector is the fastest growing sector in Western SoMa and contains the bulk of its dynamic industries. This is particularly true within professional and technical services that offer good workforce

opportunities. A thriving business environment in Western SoMa includes more of these firms and their employees, particularly in growing creative and emerging industries.

Western SoMa SUD policies must create certainty among property and business owners regarding land use. If nonresidential uses are to be prioritized over residential uses within parts of Western SoMa, then they must be definitively established through clear land use regulations that cannot be easily modified or manipulated. Without such policies, many landlords and business owners will not invest in their Western SoMa properties or businesses.

Within designated business areas, geographic differentiation within land use policies could create priority zones for particular industries and help buffer incompatible uses. For example, Western SoMa land use controls anticipate creating zoning districts in which certain businesses are allowed as of right, but other businesses require a conditional use permit. Similarly, zones that acknowledge a designated preference for new industries like green technology or digital media could draw innovative businesses together. The boundaries of these zones should be established based on identified areas of existing concentration. When appropriate, zones could buffer residential areas and/or be near transit nodes to encourage densely developed new business areas.

Thus far, Western SoMa business success can be attributed in part to its building stock, which can meet the needs of various uses and evolve based on changing business and industry practices. Regulations that require highquality building materials and design and allow spaces to be changed and used by a variety of businesses will strengthen utilization of existing buildings.

OBJECTIVE 2.1

Retain and encourage growth opportunties for existing neighborhood businesses

POLICY 2.1.1

Reduce the current office restrictions in the Western SoMa SUD to allow small general office uses north of Harrison Street on 9th, 10th and Folsom Streets and allow larger office uses in a district along Townsend Street.

IMPLEMENTATION 2.1.1.1

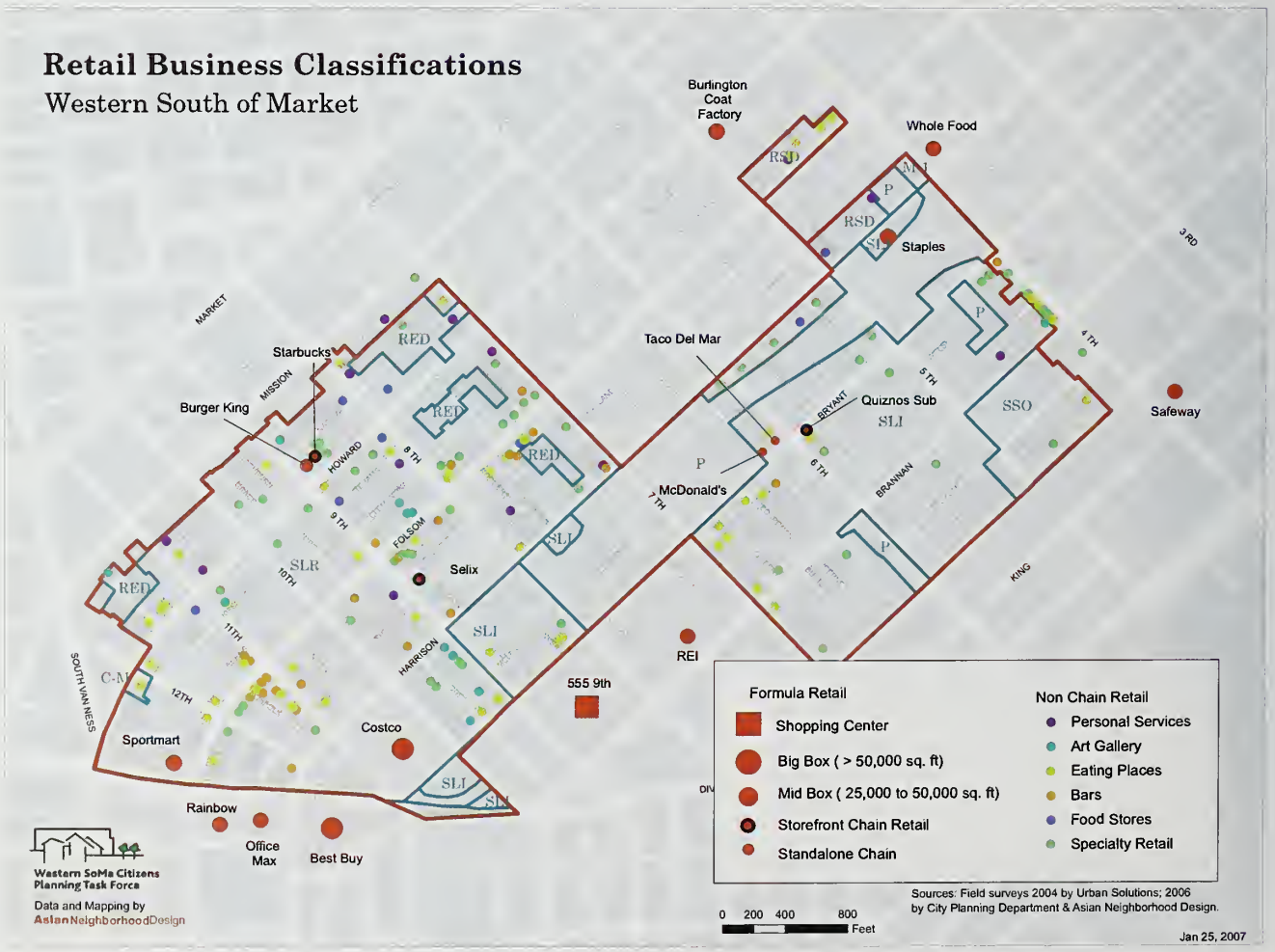
Where allowed in the Western SoMa Special Use District, provision of office space, outside of the Mixed-use Office District, shall be limited to a maximum on one (1) floor of occupancy. When such office space is provided on the ground floor it should be limited to neighborhood-serving office uses.

POLICY 2.1.2

Promote a wide range of neighborhood-serving commercial uses north of Harrison Street.

POLICY 2.1.3

Allow unrestricted wholesale activities for permitted uses throughout the Western SoMa SUD.



POLICY 2.1.4

Create incentives for adaptive re-use of existing commercial buildings throughout the Western SoMa SUD.

POLICY 2.1.5

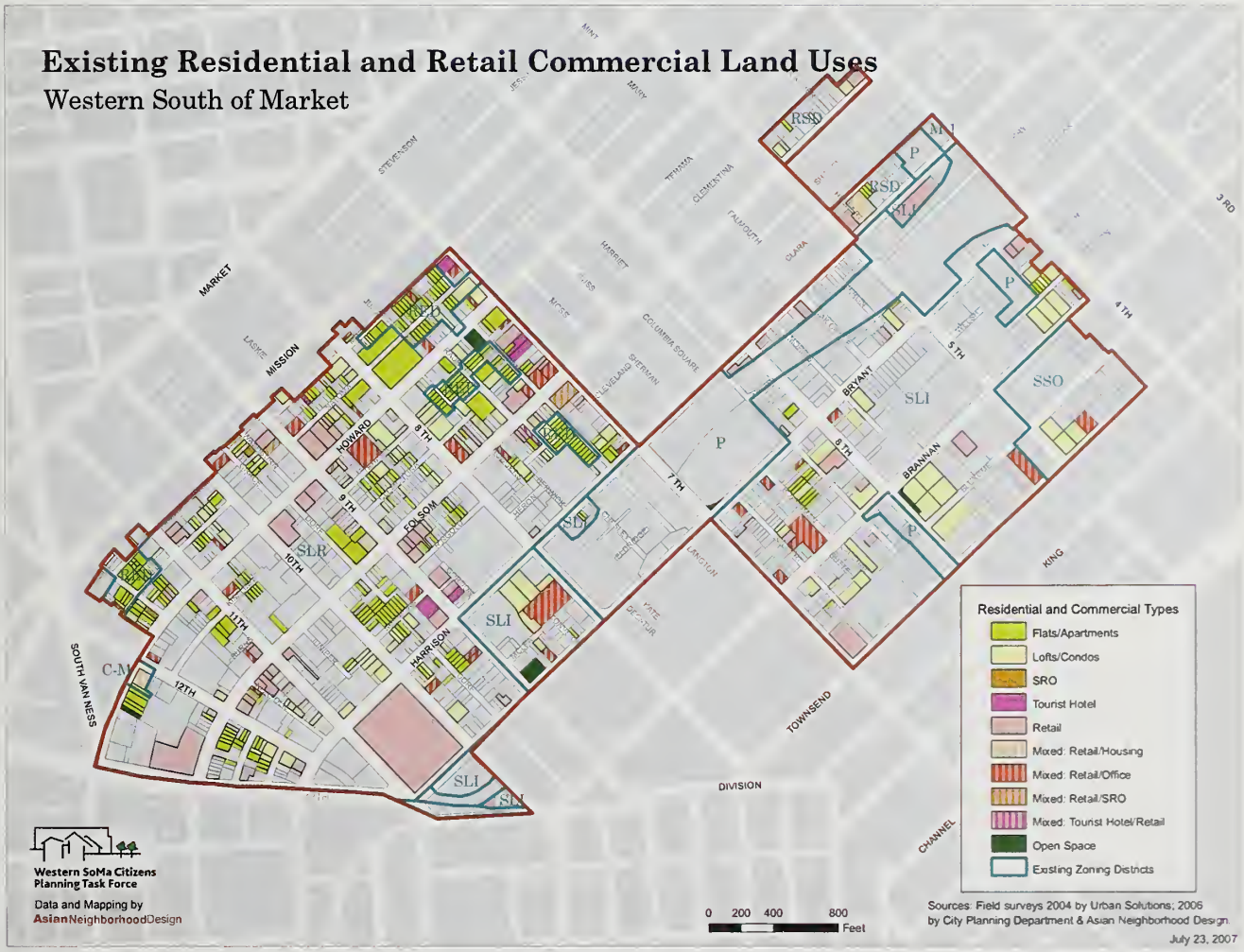
Explore community benefits programs that stabilize and strive to retain existing neighborhood commercial uses.

POLICY 2.1.6

Retain to the greatest extent possible neighborhood-serving commercial uses in walking proximity to existing and new additions to the neighborhood housing stock.

POLICY 2.1.7

Encourage innovation, creativity and start-up business opportunities through adaptive re-use programs that encourage building rehabilitation over demolition and new construction proposals.



POLICY 2.1.8

Develop anti-displacement programs for existing neighborhood businesses with special attention given to innovative, creative and arts related programs and businesses.

POLICY 2.1.9

Establish funding mechanisms for job training programs that help to serve the needs of existing and emerging neighborhood commercial activities.

The next set of polices builds and adds detail to the second Western SoMa neighborhood economy objective regarding the introduction of new commercial activities into the neighborhood.

Valuable resources for small businesses exist, and the "San Francisco Economic Strategy" (2007, ICF International) recommends the City take additional actions to foster San Francisco small businesses and entrepreneurs.1 Rather than create new programs, Western SoMa should tap into existing resources and push for new, citywide efforts, which include technical assistance, financing programs, marketing and tax incentives, as well as broader attempts to reduce the cost of doing business in San Francisco. Western SoMa businesses should be alerted to financial and technical assistance programs from the Small Business Administration, and participate in advocacy and support groups, like the San Francisco Chamber of Commerce's Small Business Advisory Committee, Mayor's Office of Economic and Workforce Development, South of Market Business Association and Urban Solutions.

New and existing businesses should be provided assistance in finding new or additional space in Western SoMa and help in navigating permits and City policies. Purchasing business space is an expensive, challenging endeavor, particularly for smaller organizations unable to occupy or afford a full lot or building. A service that connects new and existing businesses to each other and helps them acquire reasonable financing would provide businesses with economic security and ensure they are able to remain in Western SoMa.

Western SoMa should support sector specific incubator programs to encourage continued innovation and entrepreneurship. Emerging opportunities connected to existing clusters are well suited to incubator programs, particularly art, design and mediarelated businesses, green industries, and biotech related spinoffs.

Industrial rents are not typically high enough to support new construction or major rehabilitation. If Western SoMa hopes to expand the amount of space available for lowerrent industrial tenants, particularly those with high workforce impacts or within emerging industrial sectors, there are clear needs to subsidize the development or rehabilitation of such space.

OBJECTIVE 2.2

Promote appropriate new neighborhood business opportunites that creatively respond to neighborhood, citywide and regional economic needs and trends

POLICY 2.2.1

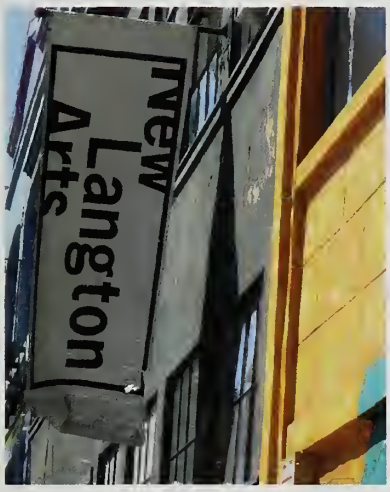
Continue to evaluate new "formula retail" uses through the Conditional Use process and additional policies adopted by the Planning Commission for the Western SoMa SUD.

POLICY 2.2.2

Prohibit new retail uses in excess of 25,000 square feet throughout the Western SoMa SUD.

POLICY 2.2.3

Allow new large retail uses in excess of 10, 000 square feet and less than or equal to 25,000 either south of Harrison Street or north of Harrison Street on parcels that exceed one acre of land area.



POLICY 2.2.4

Encourage mixed-use development of new use large retail sites throughout the Western SoMa SUD.

POLICY 2.2.5

Create increased opportunities for existing and new high technology uses in a commercial district along Townsend Street.

POLICY 2.2.6

Allow a limited number of new automobile sale uses south of Harrison Street and proximate to the elevated highway system.

POLICY 2.2.7

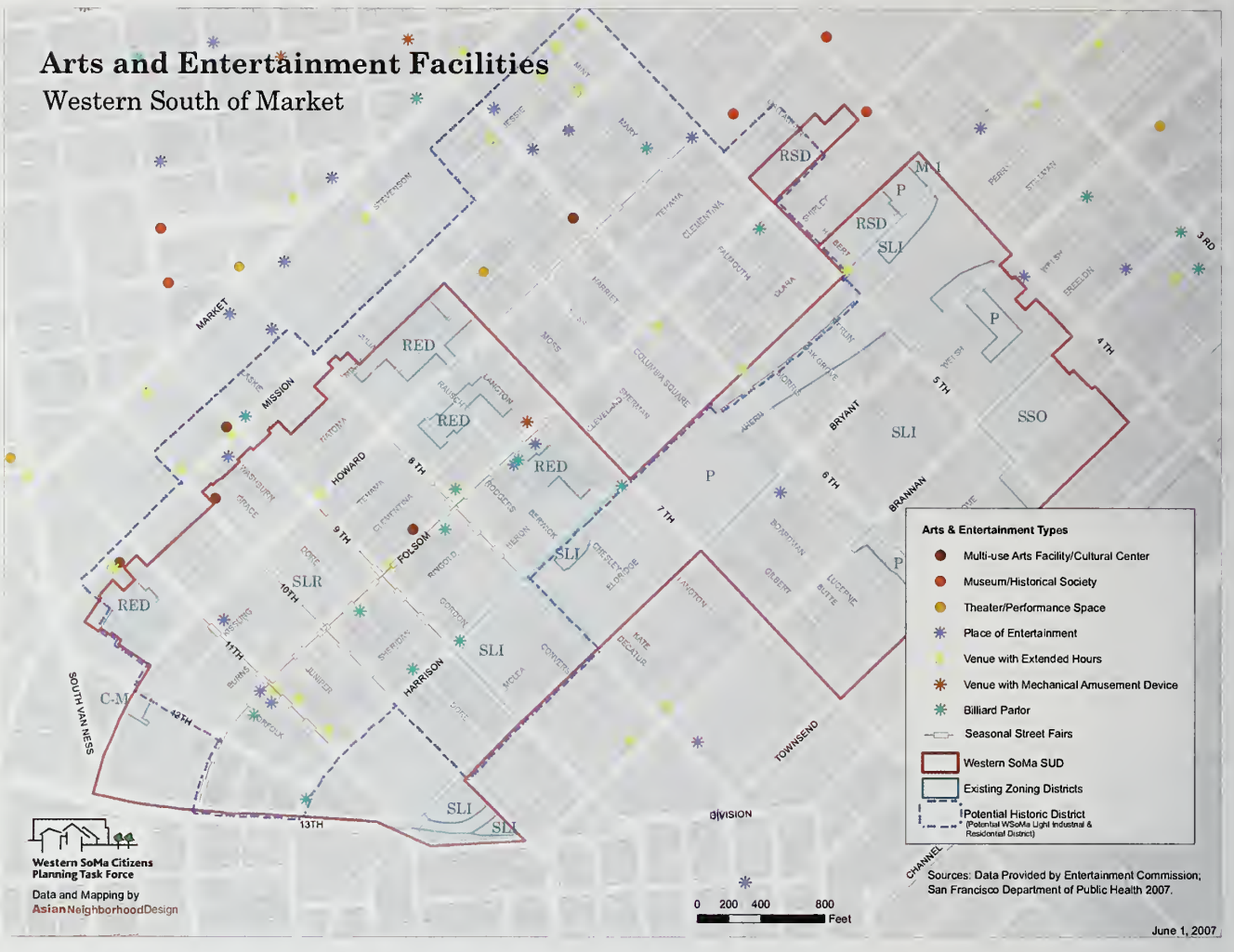
Develop land use controls that promote Folsom Street as the main neighborhood shopping and ceremonial street in the Western SoMa SUD.

POLICY 2.2.8

Clearly designate and differentiate streets and their associated zoning for functional goods and services movement from streets with pedestrian and bicycle orientations.

POLICY 2.2.9

Provide adequate customer parking and goods loading areas in a manner that minimizes negative impacts on transit, bike and pedestrian movements on neighborhood commercial streets.



POLICY 2.2.10

Provide relocation opportunities for existing nighttime entertainment uses into areas where the impacts on neighborhood residential areas can be minimized.

POLICY 2.2.11

Differentiate large nighttime entertainment uses from smaller and complementary entertainment uses and permit these new less intense uses to the extent they enhance local neighborhood livability and neighborhood business viability.

POLICY 2.2.12

Support both the economic and environmental benefits of participating in the green business movement and encourage commercial businesses in the Western SoMa to seek green business certification.

IMPLEMENTATION 2.2.12.1

Offer incentives to commercial tenants providing "healthy jobs" that ensures safe working environments, adequate wages and benefits.

OBJECTIVE 2.3

Support the economic well-being of a variety of businesses in Western SoMa

POLICY 2.3.1

Provide business assistance for new and existing light industrial businesses in the Western SoMa SUD.

IMPLEMENTATION 2.3.1.1

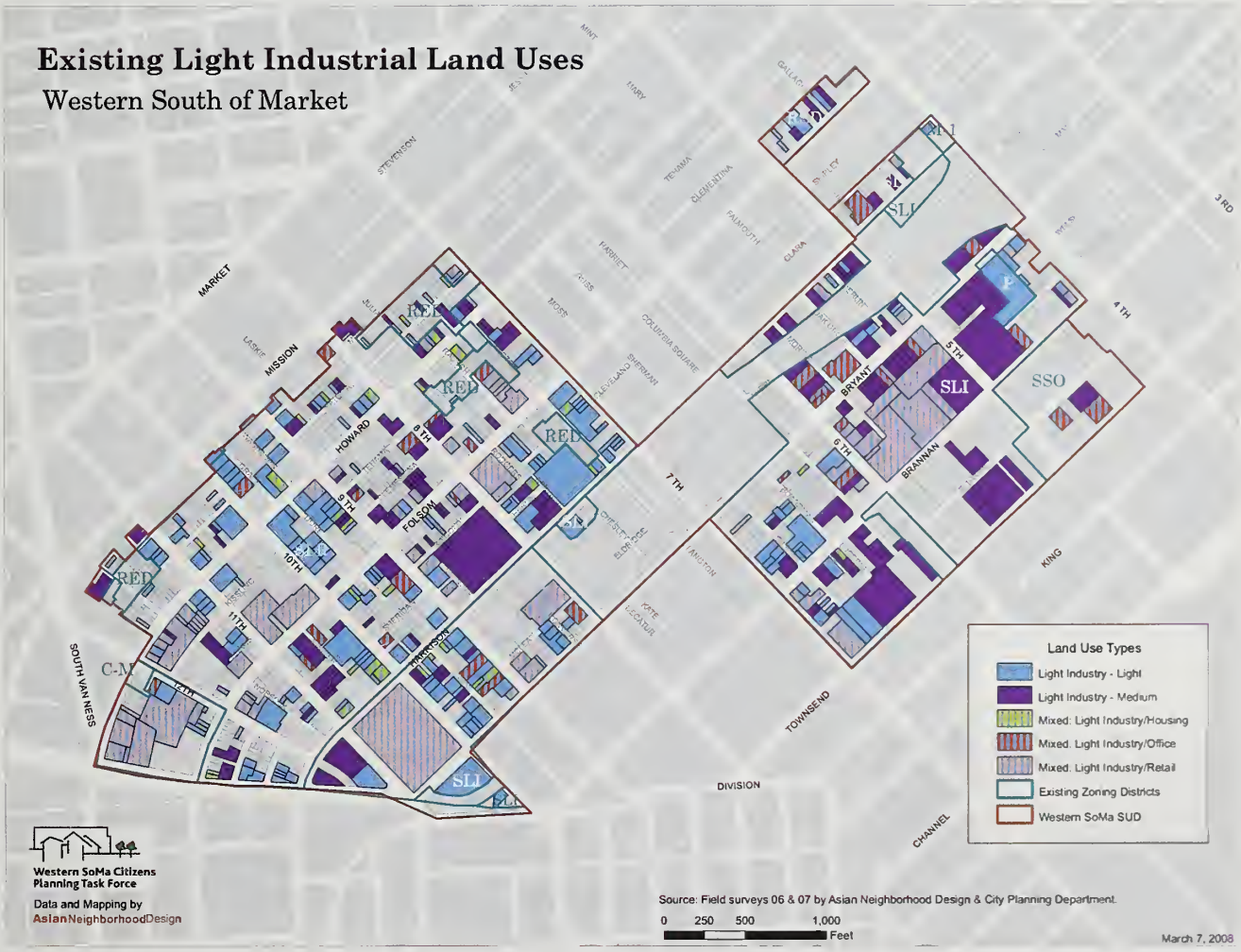
Require that redevelopment of existing buildings containing viable commercial uses be replaced 1:1 with equally affordable space for the displaced use/s within the Western SoMa SUD, allowing for the relocation of existing businesses.

IMPLEMENTATION 2.3.1.2

Require a fee to support business relocation when a commercial business is displaced due to residential development or environmental conflict.

POLICY 2.3.2

Provide business assistance for new and existing "Knowledge Sector" businesses in the Western SoMa SUD.



POLICY 2.3.2

Provide business assistance for new and existing small businesses in the Western SoMa SUD.

IMPLEMENTATION 2.3.2.1

Encourage citywide programs that provide new businesses with specific industry information and environmental regulations that encourage and support their certification as green businesses.

IMPLEMENTATION 2.3.2.2

Develop support mechanisms and financial incentives to prioritize locally-owned small businesses and encourage developers to carve out space for locally-owned businesses.

IMPLEMENTATION 2.3.2.3

Work to provide favorable rent or lease terms to locally-owned businesses as a community benefit.

IMPLEMENTATION 2.3.2.4

Expedite permitting to locally-owned businesses in new commercial properties.

The "San Francisco Economic Strategy" outlines a series of recommendations for improving San Francisco's workforce training and development that address the needs of the Western SoMa resident workers. Western SoMa should support and leverage these new, citywide efforts, which include creating a responsive workforce system linked to economic priorities, preparing young people for quality careers, investing in entrepreneurship training and addressing the digital divide.

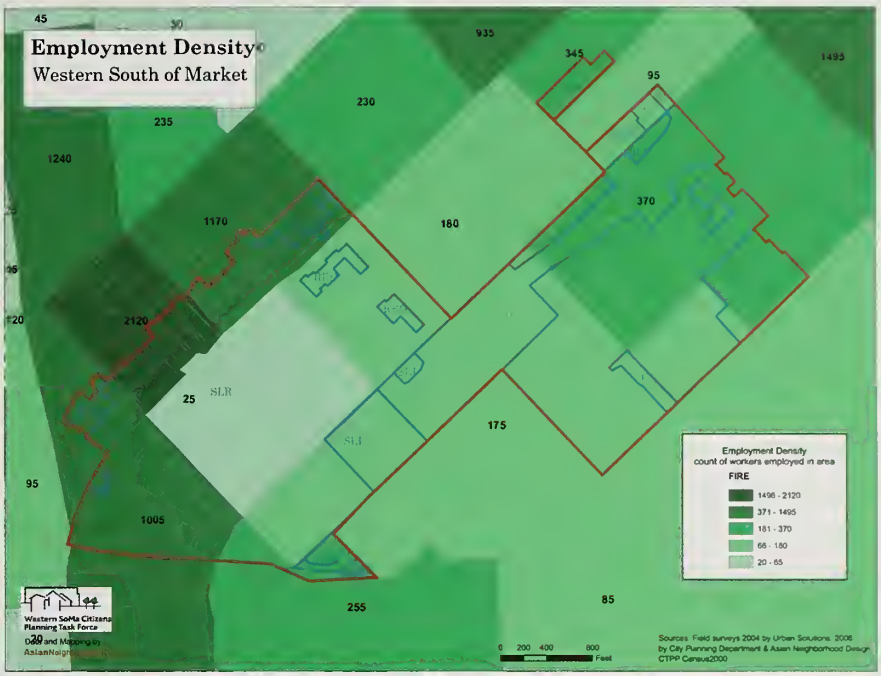
Unemployed workers that have been dislocated from industries may need new workforce skills to adjust to the requirements of new and expanding industries. These workers should be placed in quality programs that can equip them to succeed in diverse fields. Workforce training programs are particularly effective when they offer clients hands-on experience and potential employment in local firms. Western SoMa businesses should connect to workforce training providers for apprenticeships or introductory level positions, offering the businesses well-trained, dedicated employees and workers a chance at quality careers in stable and growing areas.

OBJECTIVE 2.4

Increase economic security for workers by providing access to sought-after job skills

POLICY 2.4.1

Provide workforce development training for those who work in and live in the Western SoMa SUD, particularly those who do not have a college degree.



IMPLEMENTATION 2.4.1.1

Require a fee for the loss of commercial uses that is earmarked for relocating existing commercial businesses or contributing to a job training fund.

IMPLEMENTATION 2.4.1.2

Require a portion of the public benefits funding to fund an employment plan, including job training and placement of local residents, including apprenticeship programs for historically underserved populations.

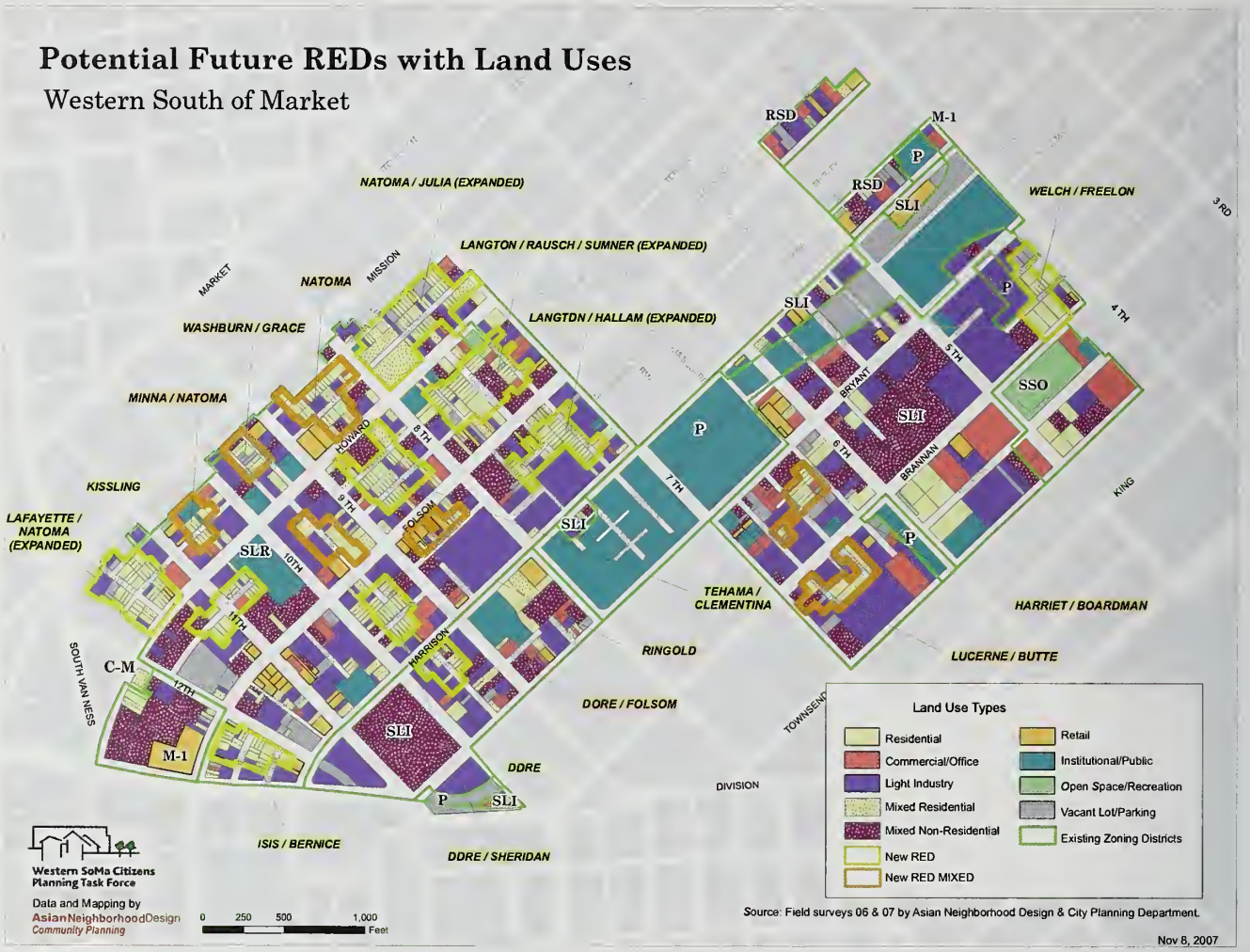
NOTES

Housing

Without question, residential neighborhoods play a major role in the Western SoMa SUD. The scale and character of the residential neighborhoods on the existing alley system break up the otherwise large SoMa block pattern. The pattern of these smaller residential enclaves on the alleys has been a central factor in the considerations of the Task Force and others when evaluating the neighborhood. For example, in their preservation survey work in this neighborhood, Page & Turnbull recognized this pattern and actually recommended the creation of a "Light Industrial and Housing Preservation District" for much of the Western SoMa SUD. The Board of Supervisors legislation enabling the Task Force (Ordinance 731-04) highlighted the needs to evaluate, identify and protect these residential enclaves.

The Task Force has responded to this legislative challenge in a focused manner. Following intuitive citizens knowledge of these alley neighborhoods, an initial pass at identifying and mapping potential residential enclaves was put in place. Extensive analysis followed the early phases of residential enclave identification. Height, yard patterns, age of building, and numbers of units were among the many variables evaluated by the Task Force in the "Housing Strategic Analysis Memo" (2008). The residential enclaves were also evaluated in the context of parcels that are generally referred to as "soft-sites" by the Planning Department. This "soft site" analysis was then refined and developed as a versatile planning tool by the Task Force.

Due to the Task Force emphasis on the existing residential enclave analysis, the notion of a "soft-site" as a generic under-developed site that could be used for housing or non-residential development was too blunt an evaluation tool. The Task Force directed the staff and consultants to refine the identification of "soft-sites" with an analytical tool detailed enough to characterize



an under-developed "soft-site" inventory based on qualities that are appropriate for future housing development. Detailed in the "Western SoMa Housing Strategic Analysis Memo," the Task Force created a "housing opportunity site analysis" to evaluate identified development opportunity sites based on three sets of criteria. The overall goal in developing this opportunity site analysis tool was to try to include appropriate development sites in the zoning districts for formal Residential Enclave (RED) zoning in the Western SoMa SUD. Or, put quite simply, if new housing is to be built, then build it as an integral part of the existing neighborhoods.

The Task Force thereby developed housing policies and zoning recommendations around the issue of housing production based on two simple goals. First, identify and preserve the existing neighborhood housing resources. Second, evaluate and include appropriate development opportunity sites in the RED zones where housing can be produced to support an existing neighborhood pattern, residential services and amenities.

To the greatest extent possible the Task Force opted for producing future housing resources in and around the existing neighborhood rather than building new neighborhoods. They also opted for housing production in appropriate locations to create a complete neighborhood pattern over the often counter productive and less sensitive land use policy of simply maximizing housing production opportunities.

Due to the Task Force emphasis on introducing new housing resources in and around existing housing, the Western SoMa Community Plan departs from other Eastern Neighborhoods housing policies and warrants a new policy framework, as follows.

The first two Objectives in this chapter drive the Western SoMa SUD housing policy, zoning and program recommendations. From these two Housing Objectives, many Policies and associated implementing

recommendations follow. The first set of polices below establish basic parameters for preserving existing neighborhood housing resources. The second set of policies adds detail to the second objective point of creating new housing resources in the Western SoMa SUD.

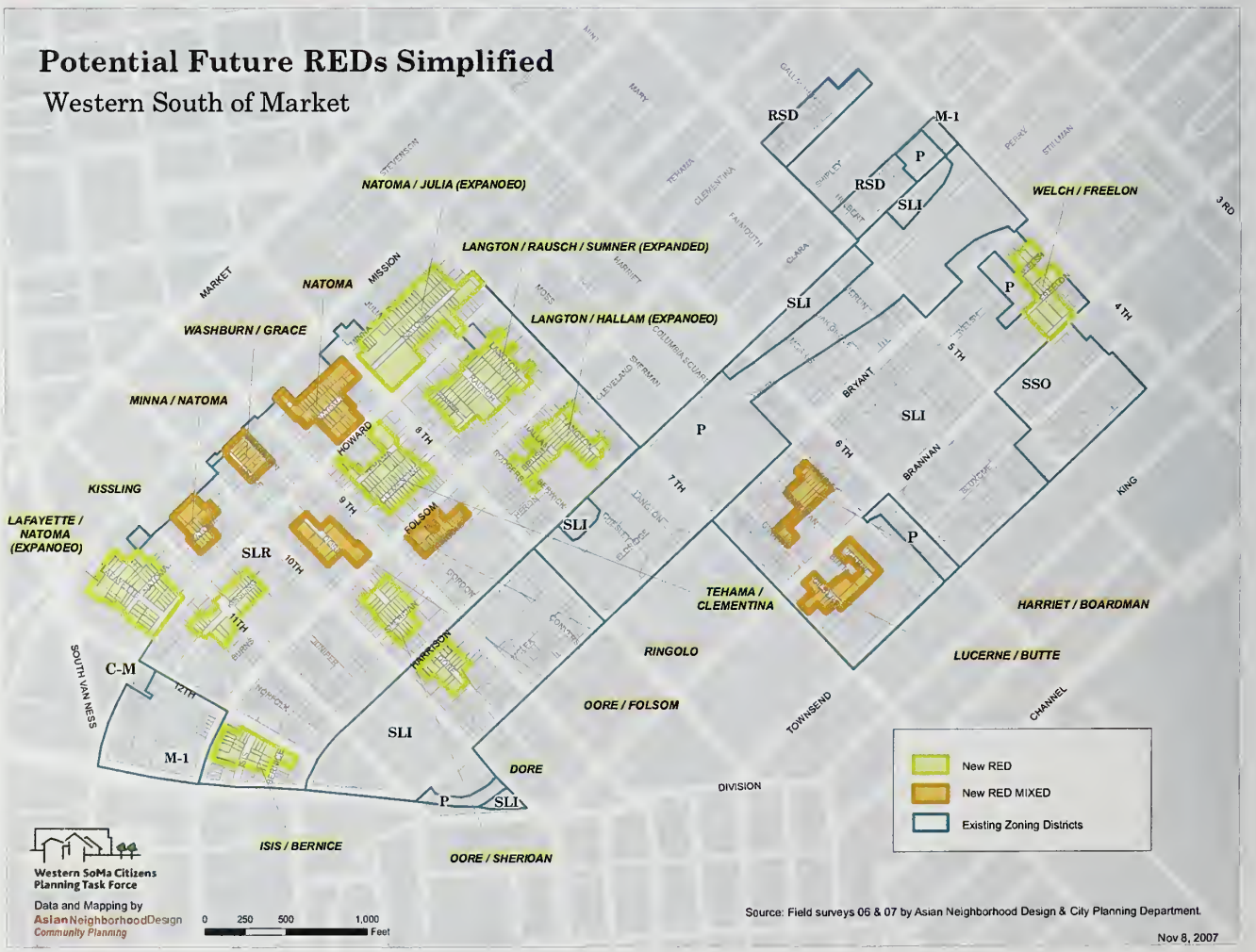
As stated in the Land Use section of this Community Plan and repeated here, at a very broad level, a continuum in the Western SoMa SUD extends from non-residential uses on the Townsend Street high-tech corridor northwards to non-residential uses on the south side of Harrison Street and the freeway. North of Harrison Street, development goals call for an increasingly residential neighborhood character of smaller scale that embraces a "mix of uses" and new mixed-used development.

OBJECTIVE 3.1

Preserve existing neighborhood housing resources

POLICY 3.1.1

Prohibit residential demolitions and conversions of rent-controlled units unless they would result in equivalent replacement of existing housing units at the same price and which continue to be controlled by the rent control ordinance.



IMPLEMENTATION 3.1.1.1

Require replacement of any and all demolished residential units with in-kind units of both size and affordability.

IMPLEMENTATION 3.1.1.2

Require that new replacements for rent control protected units abide by rent control ordinance.

IMPLEMENTATION 3.1.1.3

Irrespective of rental or ownership qualities, demolished residential units need unqualified protection.

POLICY 3.1.2

Support the identification and preservation of historic housing resources in a new SoMa Historic Preservation Districts.

POLICY 3.1.3

Expand the identification of the diverse character and formal recognition of existing residential enclaves.

POLICY 3.1.4

Provide residential zoning protections including but not limited to codified "Residential Design Controls," notification and demolition controls to all Western SoMa SUD RED Zoning districts.

POLICY 3.1.5

Reduce development incentives for out-of-scale in-fill housing development proposals.

The next set of policies builds and adds detail to the second Western SoMa housing objective regarding the introduction of new housing resources into the neighborhood.

OBJECTIVE 3.2

Encourage new neighborhood residential uses in locations that provide the greatest opportunities to build on the existing neighborhrood patterns

POLICY 3.2.1

Discourage housing production that is not in scale with the existing neighborhood pattern.

POLICY 3.2.2

Encourage in-fill housing production that continues the existing built housing qualities in terms of heights, prevailing density, yards and unit sizes.

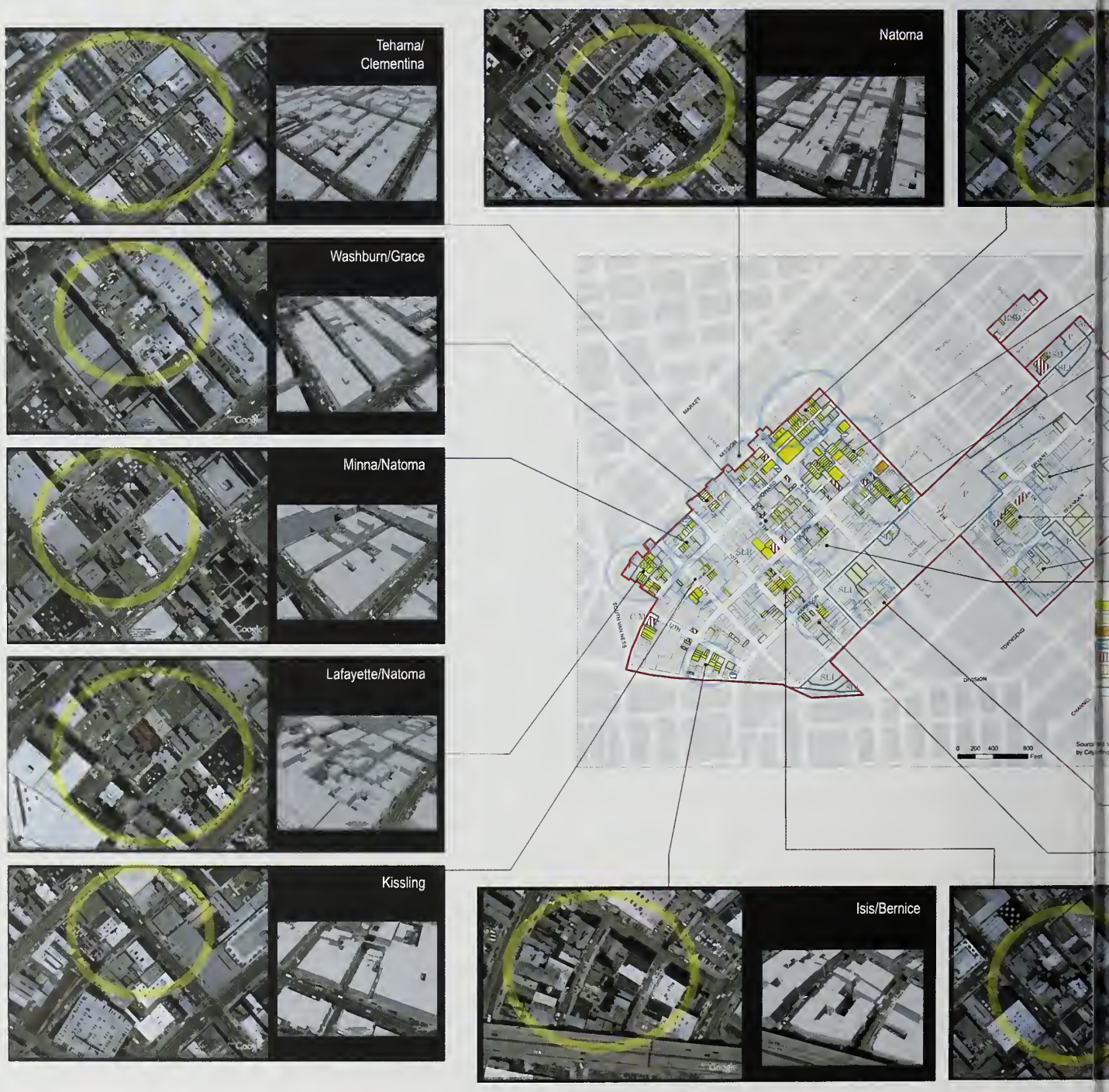
POLICY 3.2.3

Provide additional housing production incentives for areas identified as most appropriate for housing production.

POLICY 3.2.4

Encourage the continuation and creation of an existing rear and front yard pattern in the Western SoMa SUD residential enclaves.

WESTERN SOMA RESIDENTIAL LAND USE CLUST
Open Space Analysis



POLICY 3.2.5

Encourage creation of upper floor residential uses on major streets north of Harrison Street.

POLICY 3.2.6

Establish a maximum number of market rate housing units that can be built in the Western SoMa SUD in any given calendar year.

Western SoMa Citizens Planning Task Force

AsianNeighborhoodDesign

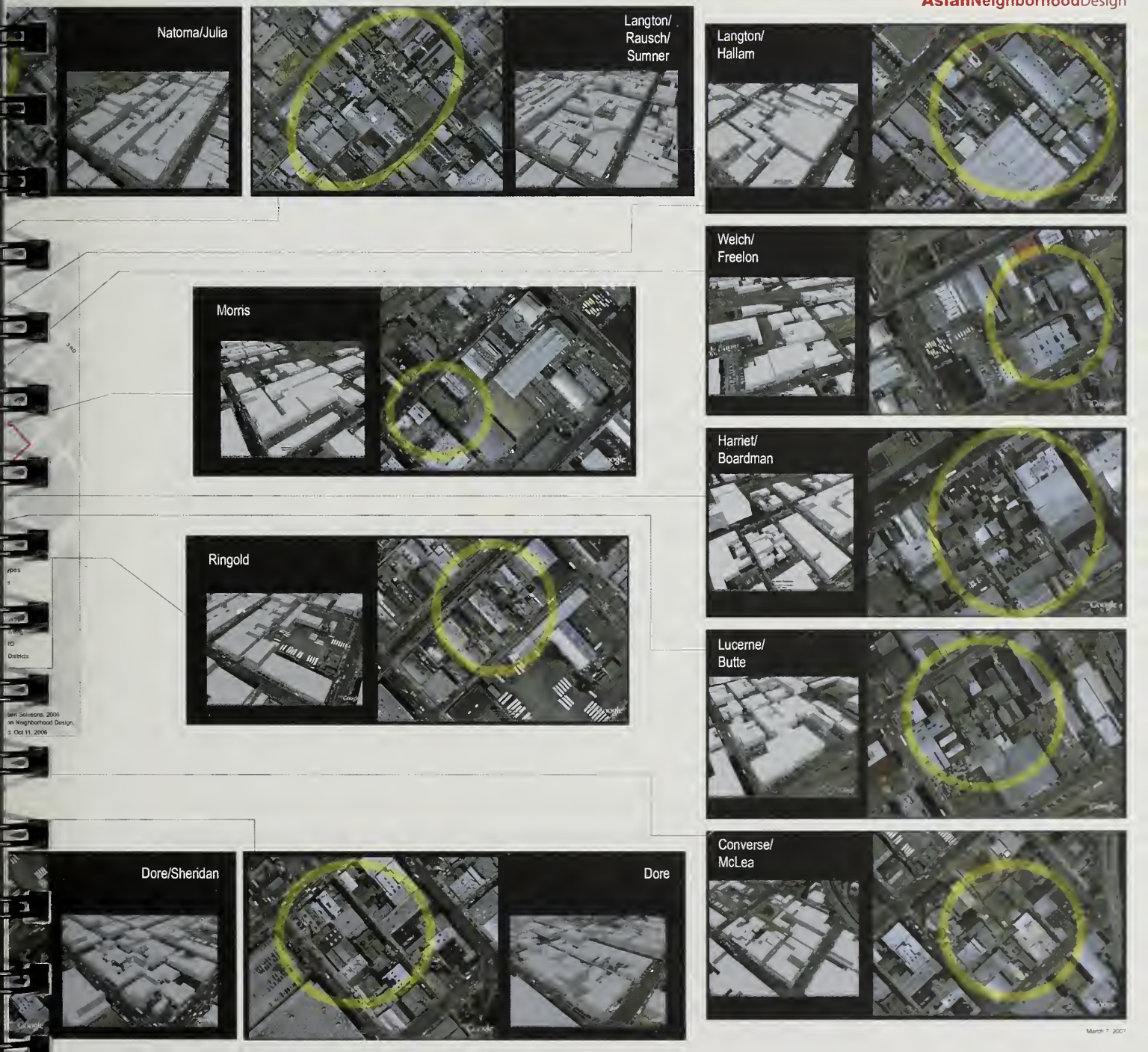
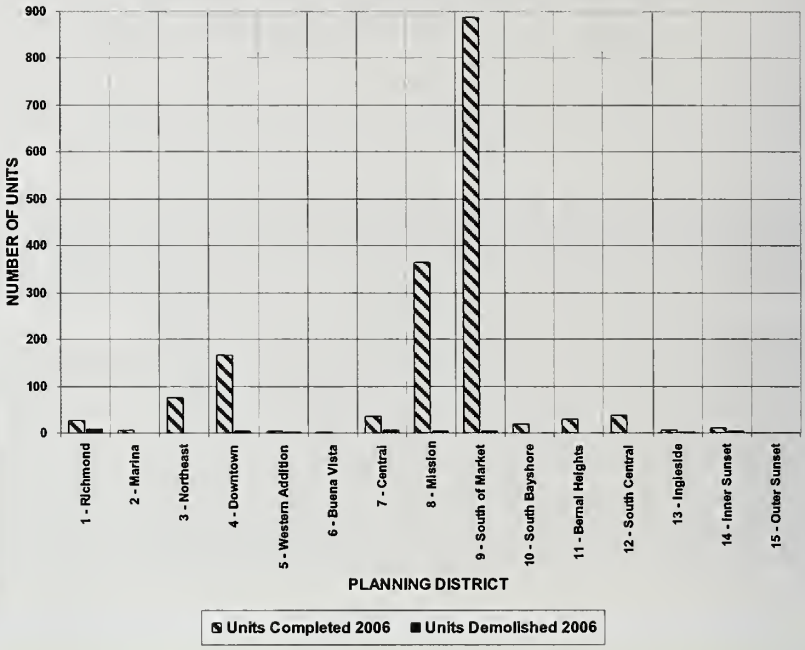


Figure 8: Units Completed & Demolished by Planning District, 2006



MORGAN HILL PLANNING AND ZONING CODES

CONTROL SYSTEM RESIDENTIAL DEVELOPMENT

18.78.120 Evaluation procedures – Design and amenity criteria.

On quality of design and extent of contribution to public welfare and amenities, the Permit Officer shall examine each proposed development and shall rate each development by the assignment of no more than the maximum number of points allowable on each of the following:

A. The provision of school facilities and amenities, as attested by agreement with the MHUSD, to the extent such consideration is not in conflict with state law — 25 points

B. The provision of public and/or private usable open space and, where applicable, greenbelts — 20 points

C. The extent to which the proposed development accomplishes an orderly and contiguous extension of existing development rather than leapfrog development, by using land contiguous to urban development within the city limits or near the central core and by the filling in on existing utility lines rather than extending utility collectors — 20 points

D. The provision of needed public facilities such as critical linkages in the major street system, or other vital public facilities — 10 points

E. Provision of parks, foot or bicycle paths, equestrian trails or pathways — 10 points

F. The provision of units to meet the city's need for low-income and moderate income and elderly housing and the extent to which such provision meets the goals of the housing element of the general plan including the distribution of housing types to provide neighborhoods of ethnic and economic diversity 15 points

G. The extent to which the proposed development itself consists of a diversity of housing types to meet the goals of the housing element of the general plan 15 points

H. Architectural design quality as indicated by the quality of construction and by the architectural elevations of the proposed buildings judged in terms of architectural styles, size and height 14 points

I. Site design quality as indicated by lot layout, orientation of the units on the lots, and similar site design considerations 15 points

J. Site and architectural design quality as indicated by the arrangement of the site for efficiency of circulation, on-site and off-site traffic safety and privacy 15 points

K. Site and architectural design quality as indicated by the amount of private safety and security provided in the design of the individual structures 10 points

L. Site and architectural design quality as indicated by the amount and character of landscaping and screening and color of buildings 10 points

M. Site design quality in adapting the development to the setting, including the preservation of vegetation, trees, natural terrain, and other natural and environmental features 10 points

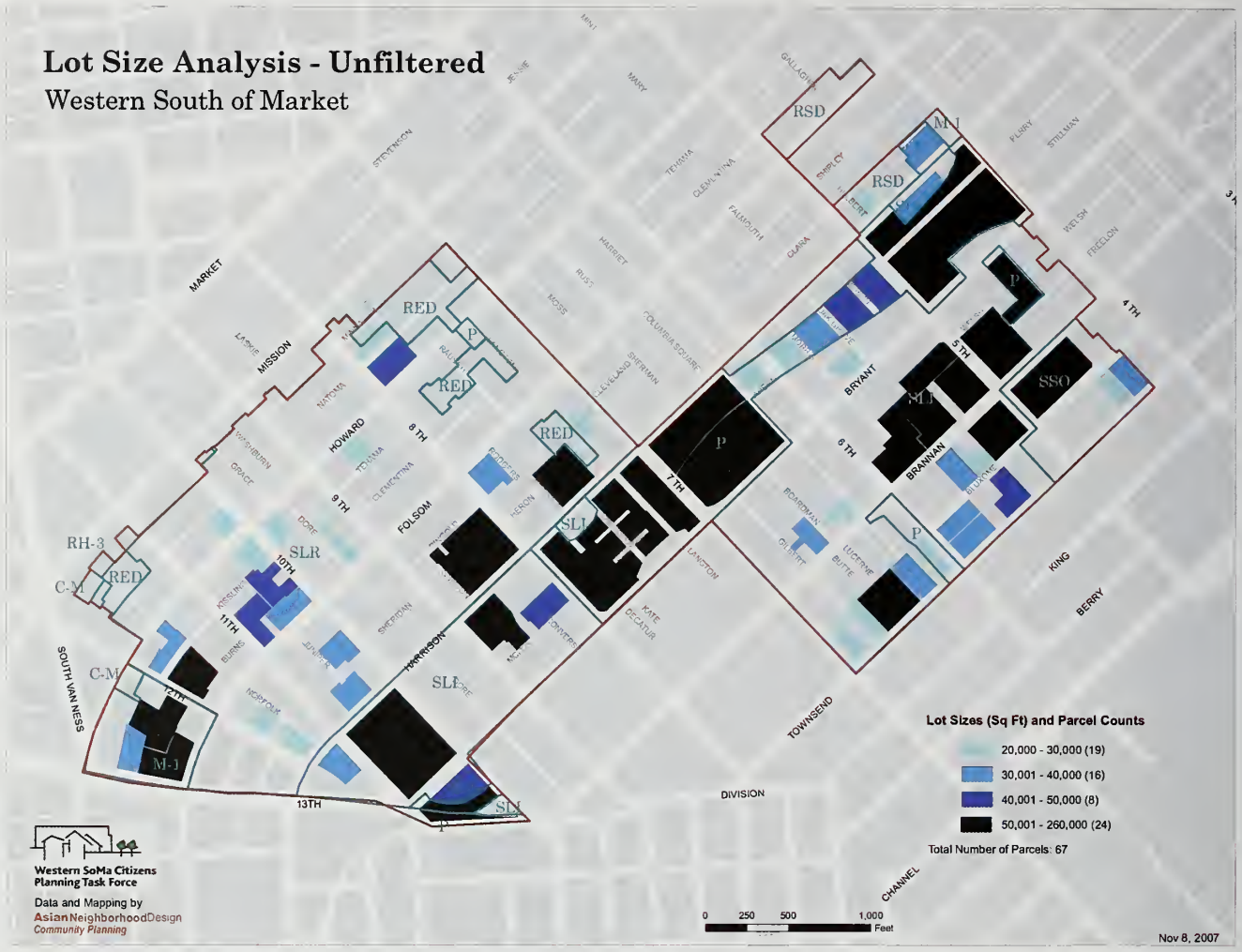
N. The extent to which the proposed development exhibits overall project excellence and/or incorporates or otherwise embodies the concepts of Livable Communities, such as proximity to transit, pedestrian orientation, efficiency of street system, mixed-use, infill, and maximization of use of existing infrastructure 10 points

POLICY 3.2.7

Promote the production of housing development programs that provide for families and other Western SoMa SUD special population needs in terms of the mix of unit sizes, affordability and tenure.

IMPLEMENTATION 3.2.7.1

When legally possible, provide a South of Market neighborhood preference for tenancy in new below market rate (BMR) units produced in the Western SoMa SUD.



IMPLEMENTATION 3.2.7.2

Off-site provision of BMR units in East or West SoMa should be constructed where housing is permitted within East SoMa or the Western SoMa SUD.

POLICY 3.2.8

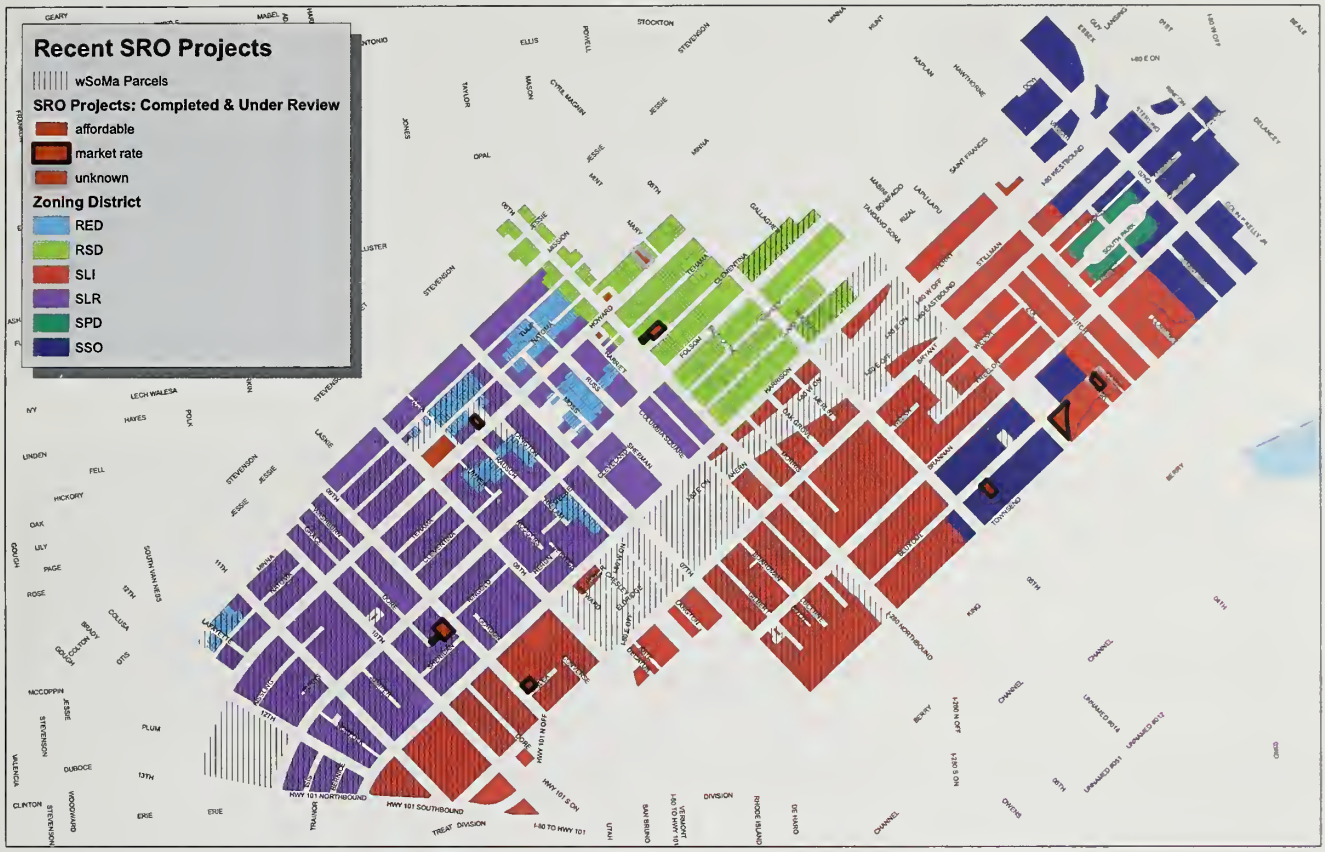
Create development controls on large sites that clearly direct and provide opportunities to replicate the scale, character and mix of existing uses.

POLICY 3.2.9

Establish clear community benefit guidelines for the use of height or density bonuses for residential construction in the Western SoMa SUD.

IMPLEMENTATION 3.2.9.1

Any residential project in the West SoMa SUD that utilizes a height or density bonus must provide inclusionary affordable housing units in addition to whatever amount is required by the citywide inclusionary housing ordinance then in effect.



POLICY 3.2.10

Prohibit lot mergers that yield parcels in excess of 5,000 square feet.

POLICY 3.2.11

Codify and formalize Alley Design Guidelines for any new development on Western SoMa alleys.

POLICY 3.2.12

Discourage any variances from front and rear yard standards that fail to reinforce existing and potential future at-grade yard for all developments that include housing units where the proposed project is in or contiguous to RED zoned parcels.

POLICY 3.2.13

Discourage any and all proposed housing proposals on arterial streets and highways that do not providing a physical buffer from existing traffic noise and pollution.

The following objectives and policies build and add detail to the two initial housing objectives of the Community Plan. These additional objectives and policies are included to ensure to the greatest extent possible the public health considerations when creating new housing units in the Western SoMa SUD.

OBJECTIVE 3.3

Ensure that a significant percentage of new housing created is affordable to people with a wide range of incomes

POLICY 3.3.1

Allow single-resident occupancy hotels (SROs) with no less than 300 square feet of livable area) and "efficiency" units to continue in limited locations to be an affordable type of dwelling option, and recognize their role as an appropriate source of housing for small households. In addition these units should be required (with no permitted variances) to:

- *exceed existing City inclusionary requirements for below market rate units, and*
- *meet minimum rear yard requirements, and*
- *meet minimum private opens space requirements of 36 square feet per unit, and*
- *not exceed density limits of one unit per 100 square feet of lot area, and*
- *have no required parking minimum, and*
- *prohibition of new ground floor residential units facing neighborhood or regional serving streets, and*
- *comply with required active non-residential ground floor uses on neighborhood or regional serving street facades.*

POLICY 3.3.2

Where new zoning has conferred increased development potential; require developers to contribute towards community benefits programs that include open space, transit, community facilities/services, historic/social heritage preservation and affordable housing, above and beyond citywide inclusionary requirements.

POLICY 3.3.3

Encourage a mix of affordability levels in new residential development.

POLICY 3.3.4

Via area plan, zoning, or Planning Code require that a certain amount of new construction is dedicated for rental housing and for affordable rental housing for fixed periods of time.

IMPLEMENTATION 3.3.4.1

Legislate required periods of housing to be retained as rental as per model legislation previously enacted in Los Angeles.

OBJECTIVE 3.4

Retain and improve existing housing affordable to people of all incomes

POLICY 3.4.1

Maintain strict demolition policies that require replacement of units that are equivalent to those lost at both income level and tenure type.

POLICY 3.4.2

Preserve viability of existing rental units.

POLICY 3.4.3

Consider acquisition programs of existing housing by government and/or community non-profit organizations for rehabilitation and dedication as permanently affordable housing.

POLICY 3.4.4

Ensure adequate protection from eviction for at-risk tenants, including low-income families, seniors, and people with disabilities.

OBJECTIVE 3.5

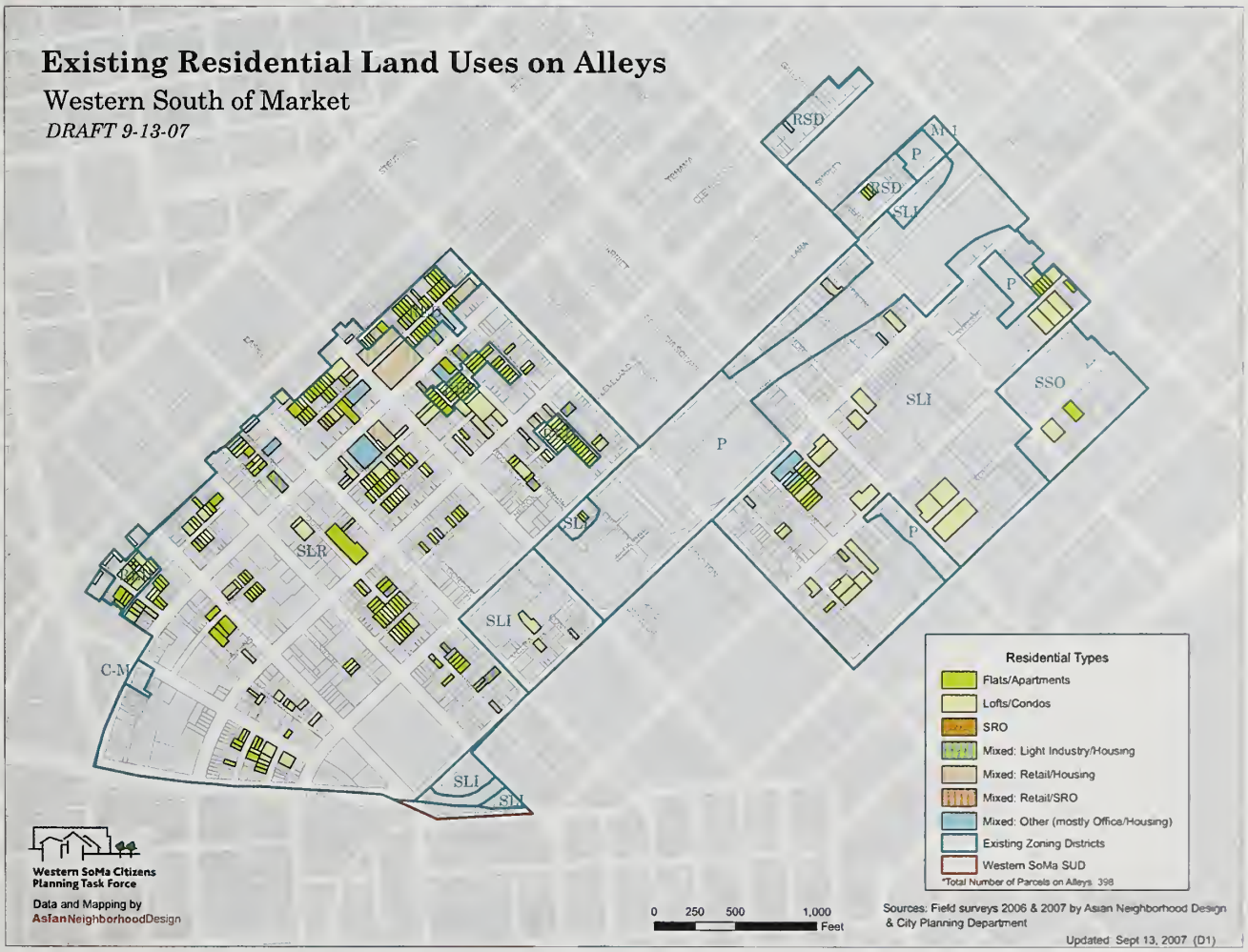
Ensure that new residential developments satisfy an array of housing needs with respect to tenure, unit mix and community services

POLICY 3.4.5

Require via plan, zoning, or Planning Code, one-for-one replacement of lost affordable housing stock (in addition to inclusionary housing requirements).

POLICY 3.5.1

Target provision of affordable units for traditional and non-traditional family needs.



POLICY 3.5.2

Prioritize the development of affordable family housing, both rental and ownership, particularly along transit corridors and adjacent to community amenities.

POLICY 3.5.3

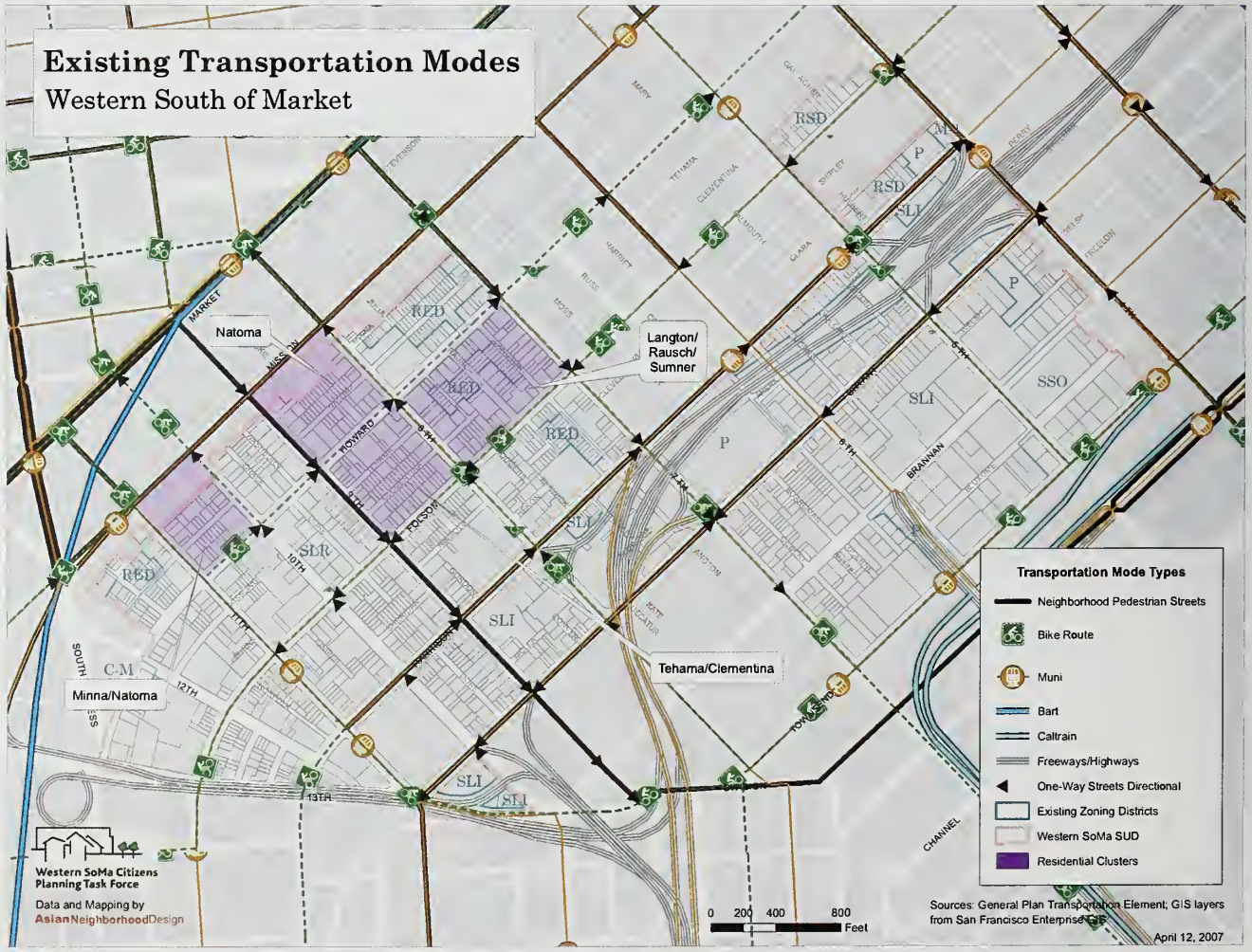
Except for Senior Housing and SRO developments, require that 40 percent of all units in new developments have two or more bedrooms and that at least 10 percent of all units in new development have three or more bedrooms.

POLICY 3.5.4

In affordable housing and mixed-use developments, encourage the creation of family supportive services, such as childcare facilities, parks and recreation, or other facilities.

POLICY 3.5.5

Explore a range of revenue-generating tools including impact fees, public funds and grants, assessment districts, and other private funding sources, to fund community and neighborhood improvements.



POLICY 3.5.6

Establish an impact fee to be allocated towards a Western SoMa Public Benefit Fund to subsidize transit, pedestrian, bicycle, and street improvements; park and recreational facilities; and community facilities such as libraries, child care and other neighborhood services in the area.

POLICY 3.5.7

In areas where new zoning provides opportunities for a significant increase in housing production, require that ten (10) percent of all below-market rate units have three or more-bedrooms to ensure affordable family units.

POLICY 3.5.8

Expedite development permits in which more than 15 percent of all units have three or more-bedrooms.

OBJECTIVE 3.6

Lower housing production costs

POLICY 3.6.1

Require developers to separate the cost of parking from the cost of housing in both for sale and rental developments.

POLICY 3.6.2

Allow for the unbundling and off-site provision of residential parking.

POLICY 3.6.3

Revise residential parking requirements in a way that permits structured or off-street parking up to specified maximum amounts in certain districts, but is not required.

POLICY 3.6.4

Encourage construction of units that are "affordable by design."

POLICY 3.6.5

Facilitate housing production by simplifying the approval process wherever possible.

OBJECTIVE 3.7

Promote health through residential development design and location

POLICY 3.7.1

Consider housing production a priority in environmentally and socially healthy locations.

POLICY 3.7.2

Develop affordable family housing in areas where families can safely walk to schools, parks, retail, and other services.

POLICY 3.7.3

Provide design guidance for the construction of healthy neighborhoods and buildings.

POLICY 3.7.4

Require new housing development to meet minimum levels of "green" construction.

OBJECTIVE 3.8

Continue and expand the city efforts to increase permanently affordable housing production and availability

POLICY 3.8.1

Continue and strengthen innovative programs that help to make both rental and ownership housing more affordable and available.

POLICY 3.8.2

Explore housing policy changes at the citywide level that preserve and augment the stock of existing rental and ownership housing.

POLICY 3.8.3

Research and pursue innovative revenue sources and techniques for the construction of affordable housing.

POLICY 3.8.4

Create housing production programs that build smaller affordable housing buildings and units on multiple parcels as part of a single funding and development program through the Mayor's Office of Housing.

NOTES

Photo by Kim Komenich
courtesy of the San Francisco Chronicle

Transportation and the Street Network

The resurgence of the Western South of Market Special Use District (Western SoMa SUD) as a vital residential and commercial neighborhood is dependent on the effective and efficient operation of the local transportation system. The area is faced with the difficult challenge of having to respond to the travel needs of its residents and businesses while maintaining and improving the area as a desirable place to live. It is important that the neighborhood promote and provide services and facilities that are easily accessible to all and that link the Western SoMa to downtown and other areas of the city.

Past studies have shown that transportation demand and land use are linked, prompting the need for future transportation investments to be more carefully tied to land use intensities and predominant travel patterns in the area. Historically, the SoMa has included a diverse set of land uses and activities; however, since the construction of the Central Freeway in the 1950s, the transportation system has been heavily oriented toward auto-related facilities and activities. Proposed changes in land use further prompt the need to design and implement transportation improvements that bring better balance to the area, providing transportation options that respond to the mobility needs of the neighborhood.

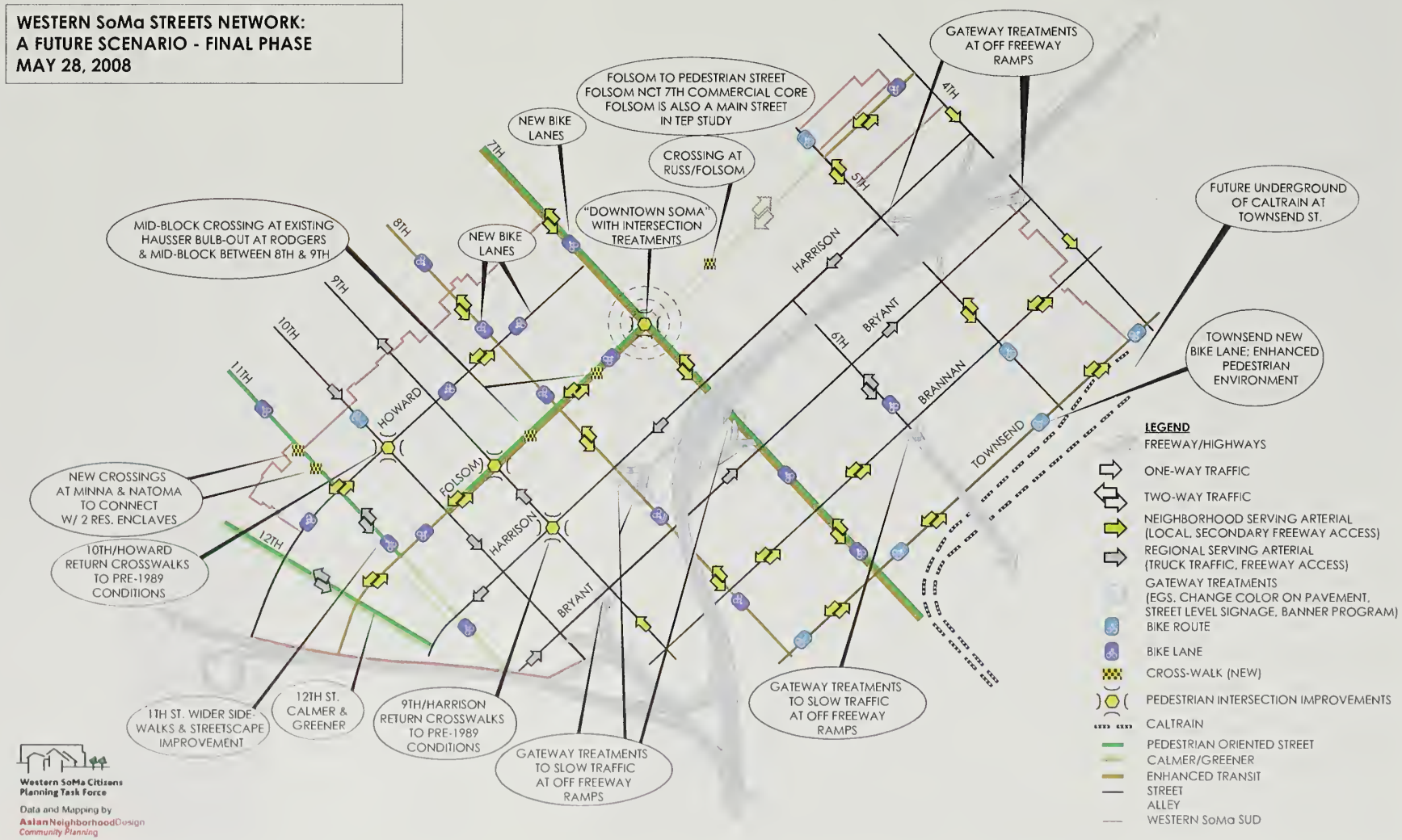
For many years this neighborhood has demonstrated a greater prevalence than any other San Francisco neighborhood for modes other than the automobile. In recent years, there has been a trend away from the use of transit and non-motorized modes towards private vehicles. Certainly, the dimensions of many of its wide streets, large block and expectations of the new residents have contributed to the increasing trends for automobile use and

discouraged bicycl and pedestrian transportation. Future strategies need to provide a clear, easily-identifiable set of alternatives to the car, analyzing outputs from the City's CHAMP travel model as well as the findings of the Transit Effectiveness Project (TEP).

This chapter begins with a functional breakdown of the major components of the street network in the Western SoMa, including alleys, neighborhood-serving streets, Folsom Boulevard, regional streets and goods movement. Once the physical infrastructure has been covered, transportation mode objectives and policies are presented.

A LIST OF ACRONYMS USED IN THE TRANSPORTATION ELEMENT

ATM:	Automatic Teller Machine
BART:	Bay Area Rapid Transit
CHAMP:	Activity-Based Travel Model
dBA:	A-Weighted Decibels (measurement of acoustic sound)
DPW:	Department of Public Works
EIR:	Environmental Impact Report
EN:	Eastern Neighborhoods
FHWA:	Federal Highway Administration
HVAC:	Heating, Ventilating and Air Conditioning
MTA:	Municipal Transportation Agency
MTC:	Metropolitan Transportation Commission
NC:	Neighborhood Commercial
PM:	Post Meridiem
SAM:	Strategic Analysis Memo
SFCTA:	San Francisco County Transportation Authority
SoMa:	South of Market Area
SUD:	Special Use District
TEP:	Transit Effectiveness Project
TDM:	Travel Demand Management
TIDF:	Transit Impact Development Fee
TPS:	Transit Preferential Streets
UC:	University of California


WESTERN SoMa STREETS NETWORK:
A FUTURE SCENARIO - FINAL PHASE
MAY 28, 2008
GATEWAY TREATMENTS AT OFF FREEWAY RAMPS
FOLSOM TO PEDESTRIAN STREET
FOLSOM NCT 7TH COMMERCIAL CORE
FOLSOM IS ALSO A MAIN STREET
IN TEP STUDY
NEW BIKE LANES
CROSSING AT RUSS/FOLSOM
"DOWNTOWN SOMA" WITH INTERSECTION TREATMENTS
FUTURE UNDERGROUND OF CALTRAIN AT TOWNSEND ST.
MID-BLOCK CROSSING AT EXISTING HAUSSER BULB-OUT AT RODGERS & MID-BLOCK BETWEEN 8TH & 9TH
NEW BIKE LANES
TOWNSEND NEW BIKE LANE; ENHANCED PEDESTRIAN ENVIRONMENT
NEW CROSSINGS AT MINNA & NATOMA TO CONNECT W/ 2 RES. ENCLAVES
10TH/HOWARD RETURN CROSSWALKS TO PRE-1989 CONDITIONS
11TH ST. WIDER SIDE-WALKS & STREETSCAPE IMPROVEMENT
12TH ST. CALMER & GREENER
9TH/HARRISON RETURN CROSSWALKS TO PRE-1989 CONDITIONS
GATEWAY TREATMENTS TO SLOW TRAFFIC AT OFF FREEWAY RAMPS
GATEWAY TREATMENTS TO SLOW TRAFFIC AT OFF FREEWAY RAMPS
4TH
5TH
6TH
7TH
8TH
9TH
10TH
11TH
12TH
HARRISON
BRYANT
BRANNAN
TOWNSEND
HOWARD
FOLSOM
LEGEND
FREEWAY/HIGHWAYS
ONE-WAY TRAFFIC
TWO-WAY TRAFFIC
NEIGHBORHOOD SERVING ARTERIAL (LOCAL, SECONDARY FREEWAY ACCESS)
REGIONAL SERVING ARTERIAL (TRUCK TRAFFIC, FREEWAY ACCESS)
GATEWAY TREATMENTS (EGS. CHANGE COLOR ON PAVEMENT, STREET LEVEL SIGNAGE, BANNER PROGRAM)
BIKE ROUTE
BIKE LANE
CROSS-WALK (NEW)
PEDESTRIAN INTERSECTION IMPROVEMENTS
CALTRAIN
PEDESTRIAN ORIENTED STREET
CALMER/GREENER
ENHANCED TRANSIT
STREET
ALLEY
WESTERN SoMa SUD
Western SoMa Citizens Planning Task Force
Data and Mapping by
AsianNeighborhoodDesign
Community Planning

ALLEYS

Alleys are an important resource for nearby residents and workers, particularly in the Western SoMa SUD, where many blocks are quite long and streets are wide. Alleys serve as a lifeline to pedestrians and bicyclists seeking a safer and more direct route to their destinations. This objective supports a Western SoMa Planning Principle, which focuses on serving the needs of existing residents and businesses.

OBJECTIVE 4.1

Facilitate the movement of pedestrians and bicycles in alleys

POLICY 4.1.1

Introduce treatments that effectively improve the pedestrian experience in alleys.

Alleys should have sidewalk and street surfaces that are well maintained and that do not present obstacles to the pedestrian.

IMPLEMENTATION 4.1.1.1

Promote pedestrian scaled design in alleys.

IMPLEMENTATION 4.1.1.2

Introduce pedestrian entrances from sidewalks.

IMPLEMENTATION 4.1.1.3

Provide bicycle and pedestrian amenities in front of commercial uses and residential enclaves, such as bike racks, public seating, and landscaping.

POLICY 4.1.2

Limit the supply of on-street parking in some alleys, in order to accommodate pedestrian and bicycle movement.

Where possible, on-street parking in alleys should be restricted, providing space for non-motorized modes. An improved walking environment will facilitate greater pedestrian movement in these areas. These facilities should be implemented in phases, according to the following set of priorities:

- Alley to alley connections
- Alley to destination improvements
- Mid-block crossings

IMPLEMENTATION 4.1.2.1

Keep sidewalks and road surfaces free of impediments.

IMPLEMENTATION 4.1.2.2

Provide safe routes to schools.

IMPLEMENTATION 4.1.2.3

Install sidewalks with continuous curbs.

IMPLEMENTATION 4.1.2.4

Consider the use of bollards to control parking and preserve the sidewalks for pedestrian use.

POLICY 4.1.3

Improve street lighting in alleys.

The enhancement of street lighting facilities in these alleys can generate a pedestrian-friendly environment.

IMPLEMENTATION 4.1.3.1

Introduce pedestrian scaled lighting.

POLICY 4.1.4

Provide pedestrian crossings that unite alleys on both sides of a neighborhood- serving street.

Often, pedestrians and bicyclists find it difficult to travel along alleys that cross wide streets. Pedestrian crossings provide a linkage between residential enclaves separated by neighborhood-serving streets.

IMPLEMENTATION 4.1.4.1

Locate pedestrian crossings between alleys located on both sides of a neighborhood-serving street.

IMPLEMENTATION 4.1.4.2

Install a pedestrian crossing on 11th Street at Minna Alley.

IMPLEMENTATION 4.1.4.3

Install a pedestrian crossing on 11th Street at Natoma Alley.

Auto-oriented uses often work against the objectives of the Transit First policy, encouraging the further proliferation of the automobile. It is important that some barriers be installed and that non-motorized transportation is promoted in the future.

OBJECTIVE 4.2

Limit the speed and volume of motor vehicles in alleys

POLICY 4.2.1

Restrict the entry of motor vehicles in alleys.

Placing restraints on automobile access to alleys will allow pedestrians and bicyclists to travel about freely in these areas.

IMPLEMENTATION 4.2.1.1

Restrict the use of curb cuts on alleys.

MPLEMENTATION 4.2.1.2

Limit alley roadway widths.

POLICY 4.2.2

Consider converting some alleys to two-way traffic.

Many of the one-way alleys that currently exist in the Western SoMa SUD attract motor vehicles that are trying to "short cut" over to major streets in the area. As a result, safety along many of these one-way alleys has

become a major concern. Two-way traffic could slow down the speed of vehicles, and effectively limit the volume of vehicles.

IMPLEMENTATION 4.2.2.1

Convert Natoma to two-way traffic.

IMPLEMENTATION 4.2.2.2

Convert Minna to two-way traffic.

IMPLEMENTATION 4.2.2.3

Convert Tehama to two-way traffic.

IMPLEMENTATION 4.2.2.4

Convert Clementina to two-way traffic.

POLICY 4.2.3

Employ traffic calming measures on alleys.

In order to ensure better safety on alleys, it is essential that average vehicle speeds are decreased.

IMPLEMENTATION 4.2.3.1

Apply traffic calming alley treatments, as per the South of Market Alley Improvements Program.

POLICY 4.2.4

Prohibit the circulation of freight and service vehicles on residential alleys.

The entry of freight vehicles into alleys threatens the safety of pedestrians and bicyclists. These vehicles should be primarily limited to regional streets.

NEIGHBORHOOD SERVING STREETS

Some commercial activities will probably generate additional travel demand on neighborhood-serving streets in the Western SoMa SUD. The promotion of alternative modes of transportation to the private automobile can effectively accommodate this increased demand. This objective is consistent with a Western SoMa Planning Principle which mitigates the local impacts of new development.

OBJECTIVE 4.3

Reduce the impacts of commercial development on neighborhood-serving streets by promoting alternative transportation modes

POLICY 4.3.1

Develop commercial uses on specific streets, making them easily accessed by transit and non-motorized transportation.

Neighborhood commercial establishments should be designed to provide direct access to the street and its rich mix of transportation options.

IMPLEMENTATION 4.3.1.1

Feature pedestrian scale design on building frontages.

IMPLEMENTATION 4.3.1.2

Introduce pedestrian entrances on the sidewalk.

IMPLEMENTATION 4.3.1.3

Introduce pedestrian scale lighting.

IMPLEMENTATION 4.3.1.4

Provide bicycle and pedestrian amenities in front of commercial uses (e.g., bike racks, public seating, and landscaping).

POLICY 4.3.2

Reduce the supply of on-street parking on some neighborhood-serving streets, in order to accommodate transit and bicycle lanes.

Where possible, on-street parking should be limited, permitting space for alternative modes of transportation.

POLICY 4.3.3

Promote walking and bicycling to/from the designated Neighborhood Commercial (NC) Districts by introducing pedestrian and environmental improvements.

Another way of reducing use of the automobile is to promote non-motorized modes of transportation.

IMPLEMENTATION 4.3.3.1

Install corner bulb-outs.

IMPLEMENTATIONS 4.3.3.2

On Townsend Street, locate restaurants and retail appropriately.

IMPLEMENTATION 4.3.3.3

Keep sidewalks free of impediments.

IMPLEMENTATION 4.3.3.4

Provide safe routes to schools.

IMPLEMENTATION 4.3.3.5

On Transit Preferential Streets (TPS) network, installs sidewalks with a continuous curb.

IMPLEMENTATION 4.3.3.6

Where appropriate, increase the use of street trees.

IMPLEMENTATION 4.3.3.7

Provide signage for pedestrians.

IMPLEMENTATION 4.3.3.8

Establish minimum standards for sidewalk dimensions.

POLICY 4.3.4

Reduce auto-oriented facilities on neighborhood-serving streets.

Auto-oriented uses often work against the principles of the Transit First policy and the primary objectives of the Transit Preferential Streets (TPS) program.

IMPLEMENTATION 4.3.4.1

Reduce the number of surface parking lots.

IMPLEMENTATION 4.3.4.2

Limit the number of parking garages.

IMPLEMENTATION 4.3.4.3

Limit the number of drive-through establishments.

IMPLEMENTATION 4.3.4.4

Prohibit curb cuts on certain streets.

IMPLEMENTATION 4.3.4.5

Prohibit the spread of auto body shops.

POLICY 4.3.5

Develop transportation system improvements, based on an analysis of existing and future conditions.

To fully assess local needs as well as the available options for improving mobility on neighborhood-serving streets, a study of existing and expected conditions should be conducted before project implementation. This multi-modal effort will need to be coordinated across a number of City agencies, including Planning, the MTA, the SFCTA and DPW.

POLICY 4.3.6

Collaborate with the MTA to study the feasibility of developing parking pricing policies.

Such policies could promote effective parking management, inducing short-term parking turnover, increasing availability and generating revenues for community improvements.

In order for these streets to be attractive, it is important that residents and visitors feel comfortable at all times. This concept is consistent with a Western SoMa Planning Principle that seeks to promote safety in the public realm.

OBJECTIVE 4.4

Ensure a minimum level of safety on neighborhood-serving streets

POLICY 4.4.1

Provide a basic level of common services at major transit nodes, preventing these areas from being perceived to be isolated.

Too often, major transit nodes are void of any basic services for passengers, making them feel isolated and discouraging them from using transit. Nodes should be located near residential or commercial developments in the Community Plan. In addition, an effort should be made to locate services (e.g., store, ATM) in the vicinity of these nodes.

IMPLEMENTATION 4.4.1.1

Establish transit nodes at appropriate points of interconnection.

POLICY 4.4.2

Introduce traffic calming measures that promote pedestrian and bicycle transportation and safety.

Often, auto-oriented street design discourages bicycle and pedestrian use along streets. New street treatments, such as bulb-outs or bicycle lanes, should be introduced to facilitate the use of these alternative modes.

IMPLEMENTATION 4.4.2.1

Apply curb treatments on some streets.

IMPLEMENTATION 4.4.2.2

Apply pavement treatments, such as special pavement and bricks.

IMPLEMENTATION 4.4.2.3

Provide street trees.

IMPLEMENTATION 4.4.2.4

Reduce the number and width of traffic lanes.

IMPLEMENTATIONS 4.4.2.5

In some cases, introduce speed treatments, such as humps, tables, and raised crosswalks.

POLICY 4.4.3

Provide mid-block crossings for better access to major activities and facilities.

The provision of mid-block crossings on some streets will enhance the local pedestrian environment, shortening walking distances.

IMPLEMENTATION 4.4.3.1

Provide clearly marked pedestrian crossings.

POLICY 4.4.4

Improve transit facilities and services on streets with existing transit service, providing passengers with better access to nearby destinations.

The operation of dependable transit services near neighborhood-serving streets offers alternative means of access to these thoroughfares, reducing dependence on the automobile.

IMPLEMENTATION 4.4.4.1

Provide adequate bus shelters and benches.

IMPLEMENTATION 4.4.4.2

Provide maps at transit stops.

IMPLEMENTATION 4.4.4.3

Provide human-scale lighting.

POLICY 4.4.5

Reduce posted speeds along neighborhood-serving streets to 20 mph.

Studies have shown that the reduction of posted speeds can effectively provide a safe and attractive environment for neighborhood residents and visitors. Slower speeds should effectively eliminate many of the conflicts experienced between the various transportation modes without reducing carrying capacity.

POLICY 4.4.6

Coordinate with MTA to develop an ongoing set of pedestrian and bicycle safety improvements for neighborhood-serving streets.

Actions should be based on an analysis of pedestrian, bicycle and motor vehicle collisions. They should follow Federal Highway Administration (FHWA) guidance and previous MTA pedestrian studies of high risk intersections.

Street and transit modifications should be consistent with the local character of the area and be designed to respond to the needs of the neighborhood. This objective is in keeping with a Western SoMa Planning Principle that seeks serving the needs of existing residents and businesses.

OBJECTIVE 4.5

Design neighborhood-serving streets according to local needs and desires

POLICY 4.5.1

Improve connections to regional transit services.

Access to Bay Area destinations can be improved through better coordination between transit routes on these streets and regional routes and facilities located in the SoMa.

It is essential that policies included in this effort are consistent with similar efforts at the city and regional levels. This objective supports a Western SoMa Planning Principle which focuses on efforts to provide clear community planning policies.

OBJECTIVE 4.6

Integrate neighborhood-serving street policies with other planning efforts

POLICY 4.6.1

Promote cooperation between agencies and programs involved in planning SoMa.

The involvement of all relevant agencies in the planning and development of neighborhood-serving streets will allow for the comprehensive treatment of these streets

IMPLEMENTATION 4.6.1.1

Coordinate with the Municipal Transportation Agency (MTA).

IMPLEMENTATION 4.6.1.2

Coordinate with the San Francisco County Transportation Authority (SFCTA).

IMPLEMENTATION 4.6.1.3

Coordinate with the Department of Public Works (DPW).

IMPLEMENTATION 4.6.1.4

Coordinate with the Great Streets and South of Market Alley Improvements Programs, administered by the Department of Public Works.

IMPLEMENTATION 4.6.1.5

Coordinate with the Transit Effectiveness Project.

POLICY 4.6.2

Work with the MTA to identify new transit needs on neighborhood-serving streets.

It is important for the Planning Department to work with the MTA to clearly define the parameters for transit service, based on existing conditions and expected land use changes.

FOLSOM STREET

Neighborhood commercial activities on Folsom Street will most likely generate additional travel in the area. Where possible, the City should promote low cost, demand management measures that reduce automobile dependence and promote transit, bicycling and walking. This objective seeks to mitigate the possible neighborhood impacts of new development.

OBJECTIVE 4.7

Reduce the impacts of increased neighborhood commercial development on Folsom street by encouraging the use of alternative modes of transportation

POLICY 4.7.1

Develop commercial uses on Folsom Street that are easily accessed by transit and non-motorized transportation.

Neighborhood commercial establishments along Folsom Street should be designed to provide direct access to the street and its rich mix of available transportation options.

IMPLEMENTATION 4.7.1.1

Feature pedestrian scale building designs with transparent building frontages.

IMPLEMENTATION 4.7.1.2

Introduce pedestrian entrances on the sidewalk.

IMPLEMENTATION 4.7.1.3

Introduce pedestrian-scale lighting.

IMPLEMENTATION 4.7.1.4

Provide bicycle and pedestrian amenities in front of commercial uses, including bike racks, public seating, and landscaping.

POLICY 4.7.2

Design and implement an on-street parking scheme for Folsom Street.

In order to maximize the potential for Folsom Street, on-street parking facilities should be carefully designed to both provide some short-term parking and provide space for alternative modes.

POLICY 4.7.3

Promote walking and other non-motorized travel modes to/from neighborhood commercial segments of Folsom Street by introducing pedestrian and environmental improvements.

Another way of reducing use of the automobile is to promote non-motorized modes of transportation. An improved walking environment will facilitate pedestrian movement.

IMPLEMENTATION 4.7.3.1

Install corner bulb-outs and median islands.

IMPLEMENTATION 4.7.3.2

Introduce public art in landscaping.

IMPLEMENTATION 4.7.3.3

Locate restaurants and retail uses appropriately (e.g., at least one per block).

IMPLEMENTATION 4.7.3.4

Keep sidewalks free of impediments.

IMPLEMENTATION 4.7.3.5

Provide safe routes to schools.

IMPLEMENTATION 4.7.3.6

Install sidewalks with a continuous curb.

IMPLEMENTATION 4.7.3.7

Increase the presence of street trees.

IMPLEMENTATION 4.7.3.8

Provide signage for pedestrians.

IMPLEMENTATION 4.7.3.9

Establish minimum standards for sidewalk dimensions.

POLICY 4.7.4

Reduce or prohibit auto-oriented facilities on Folsom Street.

Auto-oriented uses often work against the objectives of the Transit First policy and the principal objectives of the TPS program.

IMPLEMENTATION 4.7.4.1

Discourage surface parking lots.

IMPLEMENTATION 4.7.4.2

Discourage parking garages.

IMPLEMENTATION 4.7.4.3

Discourage gas stations.

IMPLEMENTATION 4.7.4.4

Discourage drive-through establishments.

IMPLEMENTATION 4.7.4.5

Prohibit new curb cuts on Folsom Street between 7th and 10th Streets.

IMPLEMENTATION 4.7.4.6

Restrict location of new auto body shops to regional streets.

POLICY 4.7.5

Develop transportation system improvements on Folsom Street, based on an analysis of existing and future conditions.

To fully assess local needs as well as the available options for improving mobility on Folsom Street, a thorough study of existing and expected conditions should be conducted prior to project implementation. This multi-modal effort will need to be coordinated across a number of City agencies, including Planning, the MTA, the SFCTA and DPW.

POLICY 4.7.6

Collaborate with the MTA to develop parking pricing policies.

These policies promote effective parking management, inducing short-term parking turnover, increasing availability and generating revenues for community improvements.

POLICY 4.7.7

Require that commercial development provide on-site Travel Demand Management (TDM) programs incorporating a variety of measures, to ensure vehicle trip reduction.

As conditions of approval, ensure that developers apply demand management concepts, such as those put in practice in the downtown area and at large employers (e.g., UC San Francisco). While individual developers would ultimately have responsibility for providing TDM services to their tenants, perhaps these programs could be collectively managed at the neighborhood or block level by a central coordinator.

IMPLEMENTATION 4.7.7.1

Provide carpool matching.

IMPLEMENTATION 4.7.7.2

Make carsharing services available.

IMPLEMENTATION 4.7.7.3

Provide financial incentives for walkers and bicyclists.

IMPLEMENTATION 4.7.7.4

Provide free or discounted transit passes.

IMPLEMENTATION 4.7.7.5

Introduce a guaranteed ride home service.

IMPLEMENTATION 4.7.7.6

Provide preferential carpool and vanpool parking.

IMPLEMENTATION 4.7.7.7

Provide transportation information (schedules, maps).

IMPLEMENTATION 4.7.7.8

Provide secure bicycle parking.

IMPLEMENTATION 4.7.7.9

Provide showers and changing facilities for bicyclists.

POLICY 4.7.8

Require that residential development provide TDM benefits to individual tenants.

Residential developers should be required to provide specialized services to building occupants. A resident-based program could effectively reduce automobile dependency and promote use of transit and non-motorized modes.

IMPLEMENTATION 4.7.8.1

Make carsharing services available.

IMPLEMENTATION 4.7.8.2

Provide free or discounted transit passes.

IMPLEMENTATION 4.7.8.3

Provide transportation information.

IMPLEMENTATION 4.7.8.4

Provide secure bicycle parking.

POLICY 4.7.9

Establish a residential transportation impact fee for development.

In order to offset the costs of extra service imposed by additional development, all new residential buildings in the Western SoMa SUD should be required to pay a development impact fee. This fee would effectively supplement the existing, citywide TIDF fee for development, and could include increasing developer fees for transit in places that have conferred increased development potential as a result of up-zoning.

In order for Folsom Street to be attractive, it is imperative that residents and visitors feel comfortable at all times. Consistent with Western SoMa Planning Principle 3, this objective seeks to promote safety in the public realm.

OBJECTIVE 4.8

Ensure a minimum level of safety on Folsom Street, particularly for residents and other users of the system

POLICY 4.8.1

Provide a basic level of common services at major transit nodes, preventing these areas from being perceived as isolated.

Often, major transit nodes are devoid of any basic passenger services, making passengers feel isolated and discouraging them from using transit. Nodes should be located near residential or commercial developments in the Community Plan. In addition, an effort should be made to locate services (e.g., store or ATM) in the vicinity of these nodes.

IMPLEMENTATION 4.8.1.1

Establish a transit node at 7th and Folsom Streets.

POLICY 4.8.2

Introduce traffic calming measures that will promote pedestrian and bicycle transportation and safety in the area.

Often, auto-oriented street design discourages bicycle and pedestrian use along streets. New street treatments, such as bulb-outs or bicycle lanes, should be introduced to facilitate the use of these modes.

IMPLEMENTATION 4.8.2.1

Introduce median islands to separate traffic.

IMPLEMENTATION 4.8.2.2

Introduce perceptual design features, including painted markings.

IMPLEMENTATION 4.8.2.3

Apply curb treatments, including chicanes, extensions, and planters.

IMPLEMENTATION 4.8.2.4

Apply pavement treatments, such as special pavement, and bricks.

IMPLEMENTATION 4.8.2.5

Employ street diverters and closures.

IMPLEMENTATION 4.8.2.6

Provide street trees.

IMPLEMENTATION 4.8.2.7

Reduce the number and width of lanes.

IMPLEMENTATION 4.8.2.8

Introduce speed treatments, such as humps, tables, and raised crosswalks.

POLICY 4.8.3

Provide mid-block crossings on Folsom Street (between 6th and 9th Streets) that provide pedestrians with better access to major activities and local alley networks in the vicinity.

The provision of new, mid-block crossings will enhance the local pedestrian environment along Folsom Street. Pedestrian movement in this area has historically been limited by the relatively long blocks between north-south streets (e.g., 5th and 6th Streets).

IMPLEMENTATION 4.8.3.1

Provide clearly marked pedestrian crossings.

IMPLEMENTATION 4.8.3

Provide clearly marked and signalized pedestrian crossings.

POLICY 4.8.4

Improve on-street transit facilities and services, providing passengers with better access to major destinations along Folsom Street.

The operation of dependable transit services on or near Folsom Street will provide alternative means of access to this thoroughfare, reducing dependence on the automobile and its negative impacts.

IMPLEMENTATION 4.8.4.1

Provide adequate bus shelters and benches.

IMPLEMENTATION 4.8.4.2

Provide maps at transit stops.

IMPLEMENTATION 4.8.4.3

Provide human-scale lighting.

POLICY 4.8.5

Reduce roadway conflicts between transit vehicles, bicyclists and pedestrians.

Under the Community Plan, Folsom Street will become a Transit Preferential Street, requiring that conflicts be reduced to a minimum. Existing conflicts will be studied, providing input into the development of transit improvements.

POLICY 4.8.6

Coordinate with MTA to develop a minimum set of required pedestrian and bicycle safety improvements.

Actions should be based on an analysis of pedestrian, bicycle and motor vehicle collisions. A requirement should be to follow Federal Highway Administration (FHWA) guidance and previous MTA pedestrian studies of high risk intersections.

Street and transit modifications to Folsom Street should be consistent with the local character of the area and designed to respond to the needs of the neighborhood. In keeping with Western SoMa Planning Principle 5, this objective seeks to serve the needs of existing residents and businesses.

OBJECTIVE 4.9

Design Folsom Street consistent with local needs and desires

POLICY 4.9.1

Identify Folsom Street as a corridor providing connections to regional transit.

Access to Bay Area destinations can be improved through better coordination between Folsom Street routes and regional routes and facilities in the SoMa.

It is essential that policies included in this effort are consistent with similar efforts at the city and regional levels. This objective supports Western SoMa Planning Principle 7, which focuses on providing clear community planning policies.

OBJECTIVE 4.10

Integrate Folsom Street policies with other planning efforts

POLICY 4.10.1

Promote cooperation between agencies and programs involved in planning SoMa, consistent with the provisions of the Administrative Code.

The involvement of all relevant agencies in the planning and development of Folsom Street corridor (from The Embarcadero to Division Street) will allow for the comprehensive coverage of all issues central to the corridor.

IMPLEMENTATION 4.10.1.1

Coordinate with the Municipal Transportation Agency.

IMPLEMENTATION 4.10.1.2

Coordinate with the San Francisco County Transportation Authority.

IMPLEMENTATION 4.10.1.3

Coordinate with the Department of Public Works.

IMPLEMENTATION 4.10.1.4

Coordinate with the Great Streets and South of Market Alley Improvements Programs, administered by the Department of Public Works.

IMPLEMENTATION 4.10.1.5

Coordinate with the Transit Effectiveness Project.

POLICY 4.10.2

Work with the MTA to identify new transit needs on Folsom Street, including routes, frequencies, and amenities.

Given the proposed changes slated for Folsom Street under the Community Plan, the Planning Department should work with the MTA to clearly define the parameters for transit service, based on existing conditions and expected land use changes.

REGIONAL STREETS

In order to minimize the negative impacts of regional traffic flows through the Western SoMa SUD, all pass-through traffic should be channeled along streets leading to/from established freeway on- ramps/off-ramps.

OBJECTIVE 4.11

Restrict regional traffic to a north-south and east-west couplet of streets that directly connect to the Central Freeway

POLICY 4.11.1

Provide adequate motor vehicle capacity along regional streets.

In order to accommodate all regional traffic on these streets, it is important that the appropriate treatments are applied to maximize roadway capacity.

IMPLEMENTATION 4.11.1.1

Restrict parking along regional streets during peak periods.

IMPLEMENTATION 4.11.1.2

Reduce posted speeds along regional streets.

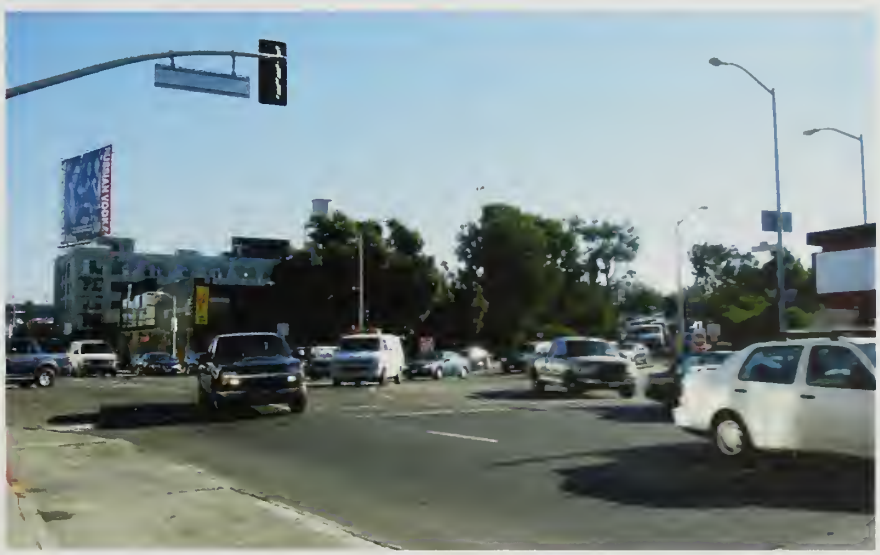
POLICY 4.11.2

Restrict all freight and service traffic to regional streets.

While essential to the economic well-being of the city, the movement of freight undeniably impacts the streets upon which it is facilitated. Accordingly, freight vehicles should only be allowed to circulate on regional streets, which directly link to nearby highway facilities.

IMPLEMENTATION 4.11.2.1

Apply truck route treatments to 9th, 10th, Bryant and Harrison Streets.



Despite their role as regional traffic streets, it is important that residents and visitors feel comfortable at all times. Consistent with Western SoMa Planning Principle 3, this objective seeks to promote safety in the public realm.

OBJECTIVE 4.12

Ensure a minimum level of safety on regional streets, particularly for residents and other users of the system

POLICY 4.12.1

Enhance the walking experience by introducing pedestrian and environmental improvements.

A safe and enhanced walking environment will facilitate pedestrian movement on regional streets.

IMPLEMENTATION 4.12.1.1

Keep sidewalks free of impediments.

IMPLEMENTATION 4.12.1.2

Provide safe routes to schools.

IMPLEMENTATION 4.12.1.3

Provide signage for pedestrians.

IMPLEMENTATION 4.12.1.4

Establish minimum standards for sidewalk dimensions.

POLICY 4.12.2

Develop transportation system improvements on regional streets, based on an analysis of existing and future conditions.

To fully assess travel demand on these streets, transportation planners should conduct a multi-modal study of existing and expected conditions. This effort will need to be coordinated to include inputs from the Planning Department, the MTA, the SFCTA and DPW.

POLICY 4.12.3

Coordinate with MTA to develop a minimum set of required pedestrian and bicycle safety improvements.

Actions should be based on an analysis of pedestrian, bicycle and motor vehicle collisions. Requirements should follow Federal Highway Administration (FHWA) guidance and consider MTA studies of high risk intersections.

It is essential that policies included in this effort are consistent with similar efforts at the city and regional levels. This objective is consistent

with Western SoMa Planning Principle 7, focusing on efforts to provide community planning.

OBJECTIVE 4.13

Integrate regional street policies with other planning efforts

POLICY 4.13.1

Promote cooperation between agencies and programs involved in planning SoMa.

The involvement of all relevant agencies in the planning and development of regional streets will allow for the comprehensive coverage of all issues central to the corridor.

IMPLEMENTATION 4.13.1.1

Coordinate with Municipal Transportation Agency.

IMPLEMENTATION 4.13.1.2

Coordinate with the San Francisco County Transportation Authority.

IMPLEMENTATION 4.13.1.3

Coordinate with the Department of Public Works.

IMPLEMENTATION 4.13.1.4

Coordinate with the Alley Improvement Program administered by the Department of Public Works.

IMPLEMENTATION 4.13.1.5

Coordinate with the Transit Effectiveness Project.

GOODS MOVEMENT

While the movement of goods to market is an activity that serves to enhance economic development, it inevitably affects the commercial and residential areas surrounding the principal freight routes. Consistent with Task Force Planning Principles, it is imperative that the negative impacts resulting from this movement are mitigated in a way that is acceptable to the community.

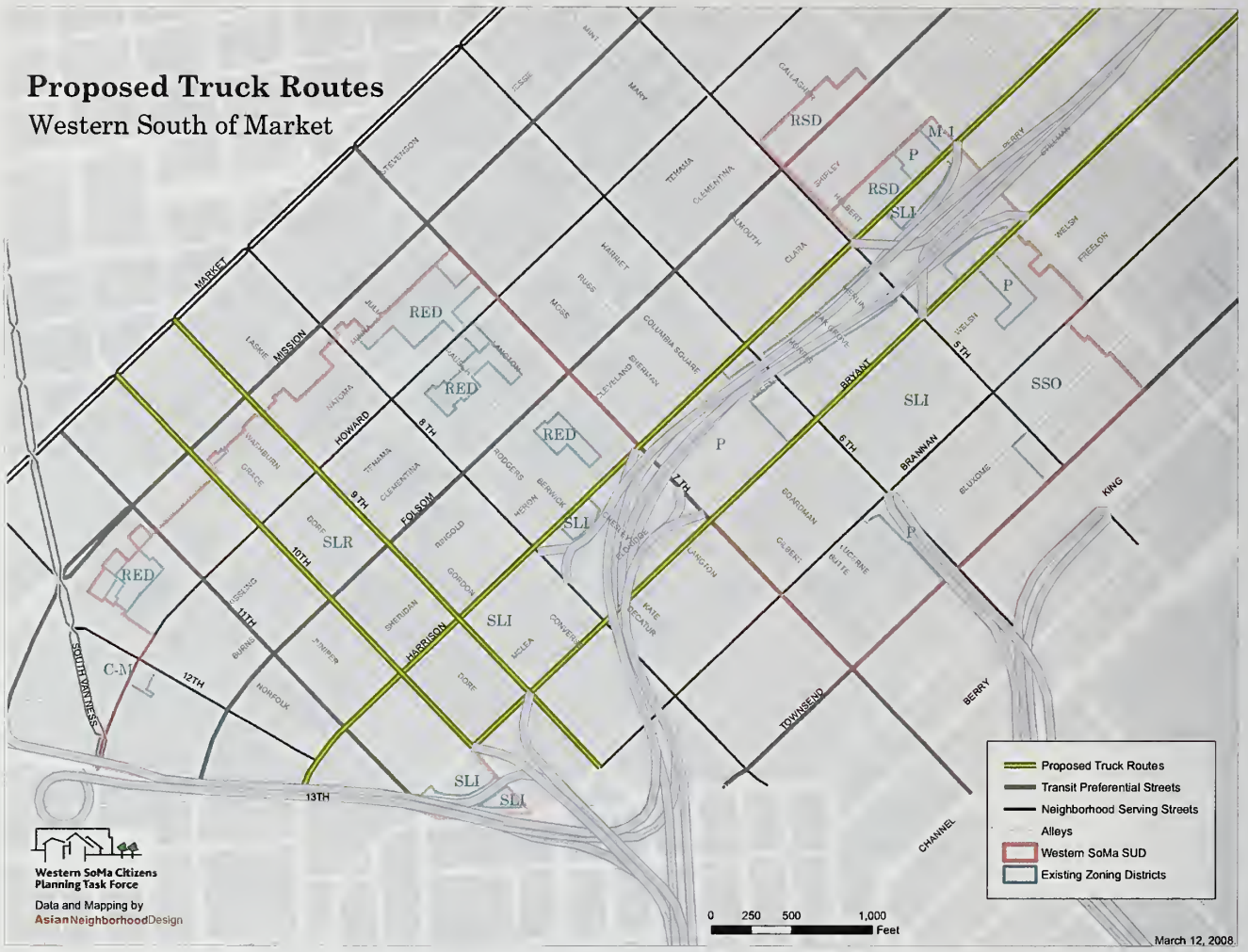
OBJECTIVE 4.14

Reduce the negative impacts of goods movement on local neighborhoods

POLICY 4.14.1

Introduce roadside signage indicating commercial vehicle limitations within the Western SoMa SUD.

New freeway and street signage should be introduced, clearly specifying commercial vehicle restrictions within the Western SoMa. This action will clearly communicate the need to respect neighborhood safety and limit activities to only designated streets.



POLICY 4.14.2

Mitigate the undesirable effects of goods movement by limiting freight loading and unloading to designated streets at specific times of the day.

One approach to mitigating the negative impacts of vehicle-generated noise, vibration and emissions is to restrict loading and unloading activities to specific streets and to prohibit it during late evening and early morning hours.

POLICY 4.14.3

Strictly enforce yellow and special vehicle loading zones to facilitate deliveries and pickups at appropriate locations, and to reduce double-parking.

In order to minimize the impacts of freight loading activities on permitted streets (e.g., additional congestion), it is essential that curb zone provisions are strictly enforced.

POLICY 4.14.4

Provide an adequate number of curbside freight loading spaces in the Western SoMa SUD.

In most areas of the South of Market Area (SoMa), a substantial number of freight deliveries are made in the street right of way. Often, delivery vehicles double park in areas where curbside freight loading is not available, causing problems for pedestrians, bicyclists and motorists. Adequate curbside freight loading space should be provided.

POLICY 4.14.5

Conduct exposure assessments in sensitive areas where vehicle volumes are above acceptable levels.

Where cumulative vehicle volumes are in excess of 100,000 vehicles per day, within a 500 foot radius of a sensitive area, a PM 2.5 exposure assessment should be required. It is important that all new development in the Western SoMa SUD provide HVAC systems with filtration.

POLICY 4.14.6

Work with the Departments of Public Health and Building Inspection to develop new building code requirements to mitigate ambient air pollution hazards.

New development eventually results in substantial truck traffic in localized areas. In order to reduce the levels of pollution, the Planning Department should work with these City agencies to minimize possible air quality impacts.

POLICY 4.14.7

Ensure that noise mitigations are actively implemented.

It is imperative that new development be designed to lessen possible noise impacts on the local area. Such requirements as the California Title 24 Noise Insulation Standards guarantee that noise levels along streets in the area are kept at acceptable levels.

IMPLEMENTATION 4.14.7.1

Implement compliance tracking for projects with ambient noise levels above 60 dBA

IMPLEMENTATION 4.14.7.2

Implement pre-occupancy acoustical testing for residential building with ambient noise levels above 60 dBA.

IMPLEMENTATION 4.14.7.3

Perform detailed analysis of interior noise reduction requirements for uses not subject to Title 24 (EN Mitigation F3).

IMPLEMENTATION 4.14.7.4

Perform analysis that includes a site survey identifying potential noise-generating uses within two blocks of the project site (EN Mitigation F4).

IMPLEMENTATION 4.14.7.5

Perform analysis that includes a site survey identifying potential noise-sensitive uses within two blocks of the project site (EN Mitigation F5).

IMPLEMENTATION 4.14.7.6

Demand that open space required under the Planning Code be protected from annoying or disruptive noise levels.

Most of the commercial freight entering the city crosses the SoMa, along the freeway and local streets. Where possible, in order to maintain an acceptable level of safety, the City must manage the volume and speed of goods vehicles. In keeping with Western SoMa Planning Principle 3, this objective promotes safety.

OBJECTIVE 4.15

Maintain an acceptable level of safety for local residents and merchants by restricting commercial vehicle traffic in the Western SoMa SUD

POLICY 4.15.1

Prohibit service vehicles and commercial traffic from operating in areas not designated as arterial freight routes.

The movement of large commercial vehicles poses a significant threat to residential communities, especially where there are children involved. Commercial vehicles should be limited to regional traffic streets and kept out of all other areas.

IMPLEMENTATION 4.15.1.1

Prohibit freight traffic on neighborhood-serving streets.

IMPLEMENTATION 4.15.1.2

Prohibit freight traffic on Folsom, Howard, 7th, and Eighth Streets.

IMPLEMENTATION 4.15.1.3

Prohibit freight traffic near mixed-use enclaves.

POLICY 4.15.2

Employ traffic calming measures, in order to mitigate the impacts of freight traffic.

Develop and implement traffic calming measures at Western SoMa intersections that service commercial vehicles. Treatments should be aimed at slowing down these vehicles to improve safety.

IMPLEMENTATION 4.15.2.1
Implement pedestrian, bicycle and disabled safety improvements.

IMPLEMENTATION 4.15.2.2
Locate bollards in appropriate locations.

IMPLEMENTATION 4.15.2.3
Implement gateway treatments.

IMPLEMENTATION 4.15.2.4
Introduce curb treatments, including chicanes, extensions, and planters.

IMPLEMENTATION 4.15.2.5
Implement street treatments, such as special pavement and bricks.

IMPLEMENTATION 4.15.2.6
Reduce the number and width of lanes.

IMPLEMENTATION 4.15.2.7
Introduce speed treatments, such as humps, tables, and raised crosswalks.

POLICY 4.15.3
Prioritize commercial vehicle intersections for traffic calming.

Develop a set of criteria for prioritizing traffic calming measures at the Western SoMa intersections with significant volumes of commercial vehicles (e.g., along Harrison, Bryant, 9th and 10th Streets).

IMPLEMENTATION 4.15.3.1
Give priority to high density residential areas.

IMPLEMENTATION 4.15.3.2
Give priority to safe routes to schools and senior facilities.

IMPLEMENTATION 4.15.3.3
Give priority to pedestrian routes.

POLICY 4.15.4
Reduce speeds on regional freight routes in the Western SoMa.

In order to achieve a greater level of pedestrian and bicycle safety, commercial vehicle speeds should be reduced at freeway on/off ramps and gateways. Signage should indicate maximum speeds.

IMPLEMENTATION 4.15.4.1
Reduce speed limits on 9th Street, between Mission and Bryant Streets.

IMPLEMENTATION 4.15.4.2
Reduce speed limits on 10th Street, between Mission and Bryant Streets.

IMPLEMENTATION 4.15.4.3
Reduce speed limits on Harrison Street, between 4th and 9th Streets.

IMPLEMENTATION 4.15.4.4
Reduce speed limits on Bryant Street, between 4th and 9th Streets.

POLICY 4.15.5
Limit pin-to-axle lengths for trucks entering two-way streets.

In order to avoid traffic and sidewalk conflicts, no commercial vehicles over a certain wheel size should be allowed to entering a two-way street.

While many of the suggested transportation improvements can be funded through state and local monies, the development of a well structured public benefit package would ensure a steady stream of investment in transportation into the future. This fee package would employ revenues collected from new land use development to serve the needs of existing residents and businesses, consistent with a Western SoMa Planning Principle.

OBJECTIVE 4.16

Develop a public benefit fee package that will generate revenues for financing improvements to streets damaged by truck traffic

POLICY 4.16.1
Develop a nexus study for evaluating the magnitude of truck impacts on street surfaces in the SoMa.

Studies have shown that freight vehicles generate a level of pressure on roadways that disproportionately exceeds the pressure generated by smaller vehicles, i.e., leading to the deterioration of roadways. Freight and commercial vehicles should be charged a fee that can be used for road repair.

IMPLEMENTATION 4.16.1.1
Design an ongoing fee to cover road improvements.

IMPLEMENTATION 4.16.1.2
Examine other potential revenue sources.

The development of an area wide goods movement plan is dependent upon ongoing coordination with other local and regional agencies (e.g., the MTA, TA, DPW, MTC), as well as with other major planning efforts, such as the Great Streets and South of Market Alley Improvements Programs, administered by the Department of Public Works; the Pedestrian Master Plan; and the Transit Effectiveness Program. This cooperation can lead to a cohesive community planning process, a major aim of Western SoMa Planning Principle 7.

OBJECTIVE 4.17

Integrate goods movement policies with other planning efforts

POLICY 4.17.1

Collaborate with the MTA, SFCTA, DPW and other agencies to develop a strategy for improving the distribution of commercial vehicles in the Western SoMa.

An efficient network of commercial vehicle routes in the Western SoMa SUD can contribute to the economic vitality of the city. The design of a comprehensive strategy for routing commercial freight vehicles in the area needs to be developed in conjunction with the MTA, the primary agency charged with overseeing street circulation and curb space.

IMPLEMENTATION 4.17.1.1

Study the feasibility of establishing a logistics center for freight.

IMPLEMENTATION 4.17.1.2

Study ways of distributing goods in coordination with other uses.

POLICY 4.17.2

Study ways of implementing a set of restrictions on freight traffic passing through the Western SoMa SUD.

In order to reduce the danger of potential conflicts, it is important that freight and commercial vehicles are kept away from high density residential areas, safe routes to schools, pedestrian routes and other sensitive uses.

POLICY 4.17.3

Work with the MTA on revising the loading zone system in Western SoMa.

Efforts must be made to modify the system of color curbs in the area to reflect freight needs, in response to land use changes (e.g., development of Neighborhood Commercial District on Folsom Street).

In order to promote sustainability, future transit vehicles should be non-polluting. This objective is consistent with Western SoMa Planning Principles that recommend mitigating to the fullest extent possible neighborhood impacts resulting from new development.

OBJECTIVE 4.18

Promote non-polluting public transit

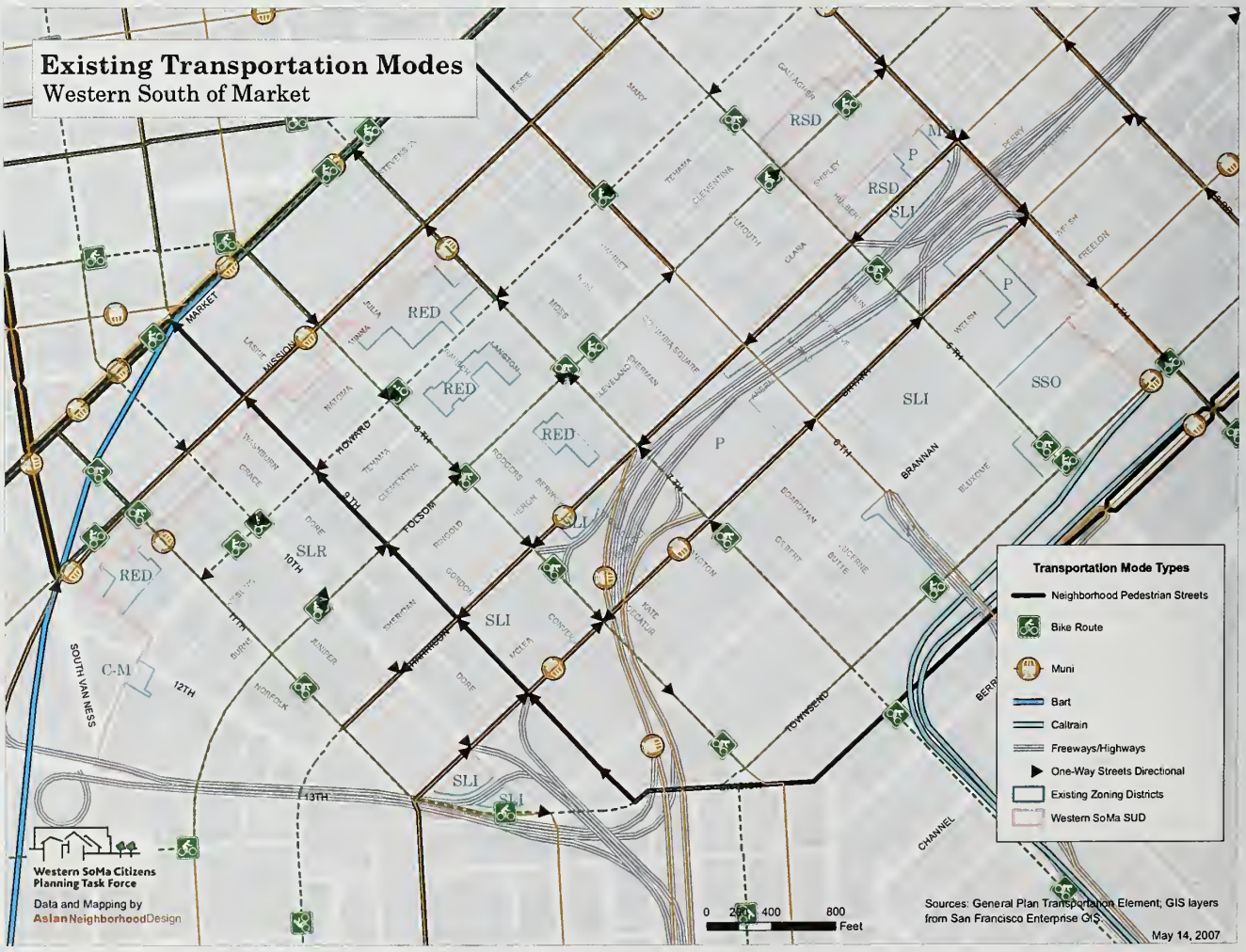
POLICY 4.18.1

Develop Folsom Street as a priority public transit corridor.

A number of studies have explored the potential of converting Folsom Street into a two-way, community-oriented avenue, linking the Embarcadero with points west, effectively bisecting the SoMa. The provision of transit along this corridor could further enhance the livability of this pedestrian-oriented corridor.

IMPLEMENTATION 4.18.1.1

Introduce two-way bus service.



IMPLEMENTATION 4.18.1.2

Provide pedestrian and bicycle access to transit.

IMPLEMENTATION 4.18.1.3

Establish a set of transit centers and major transfer points.

POLICY 4.18.2

Improve transit reliability.

Rather than support many parallel transit lines with low to medium frequency (e.g., peak headways of more than 15 minutes), this policy focuses on establishing a dependable network of transit lines, each offering frequent service to, from and within the plan area.

IMPLEMENTATION 4.18.2.1

Establish a well-defined transit network.

IMPLEMENTATION 4.18.2.2

Provide more frequent service.

POLICY 4.18.3

Require that commercial development provide on-site TDM programs incorporating a variety of measures, to ensure vehicle trip reduction.

As conditions of approval, ensure that developers apply demand management concepts, such as those put in practice in the downtown and at large employers (e.g., Levi Strauss, UC-San Francisco). These programs will need to be adjusted to address local conditions. For each building, programs should be managed through a central TDM coordinator.

IMPLEMENTATION 4.18.3.1

Provide carpool matching.

IMPLEMENTATION 4.18.3.2

Make carsharing services available.

Implementation 4.18.3.3

Provide financial incentives for walkers and bicyclists.

IMPLEMENTATION 4.18.3.4

Provide free or discounted transit passes.

IMPLEMENTATION 4.18.3.5

Introduce a guaranteed ride home service.

IMPLEMENTATION 4.18.3.6

Provide preferential carpool and vanpool parking.

IMPLEMENTATION 4.18.3.7

Provide transportation information (schedules, maps).

IMPLEMENTATION 4.18.3.8

Provide secure bicycle parking.

IMPLEMENTATION 4.18.3.9

Provide showers and changing facilities for bicyclists.

POLICY 4.18.4

Require that residential development provide TDM benefits to individual tenants.

Residential developers should be required to provide specialized services to building occupants. A resident-based program could effectively reduce automobile dependency and promote the use of transit and non-motorized alternative modes.

IMPLEMENTATION 4.18.4.1

Make carsharing services available.

IMPLEMENTATION 4.18.4.2

Provide free or discounted transit passes.

IMPLEMENTATION 4.18.4.3

Provide transportation information.

IMPLEMENTATION 4.18.4.4

Provide secure bicycle parking.

POLICY 4.18.5

Implement public transit improvements that reduce conflicts between transit vehicles, bicyclists and pedestrians on "Transit Preferential Streets."

In order to ensure the safe and efficient operation of transit service in the area, the City must improve transit infrastructure and eliminate all obstructions (such as curb cuts and mid-block left turns) to the smooth flow of transit vehicles. The Transit Preferential Streets program encompasses a set of street treatments designed to improve the flow of transit vehicles through the use of better signage, segregated lanes, and other measures aimed at providing additional road space for transit.

IMPLEMENTATION 4.18.5.1

Improve signage to clearly designate transit only areas.

IMPLEMENTATION 4.18.5.2

Provide segregated bus lanes.

IMPLEMENTATION 4.18.5.3

Place moratoria on curb cuts and mid-block left turns on TPS.

POLICY 4.18.6

Require that transit be modified in response to land use change.

It has increasingly become clear that there is a close relationship between transit level of service and land use in an area, particularly as it relates to residential and commercial densities.

IMPLEMENTATION 4.18.6.1

Tie transit service frequencies to new residential densities.

POLICY 4.18.7

Apply priority treatment to streets where transit is available.

Most surface transit in the SoMa operates in mixed traffic (with automobiles and bicycles) and consequently, is often subject to long delays, particularly near activity centers. A comprehensive, well-enforced network of exclusive bus lanes can effectively move transit quickly, shortening travel times and reducing local congestion. Also, in order to reduce conflict, bicycles should ideally be accommodated on parallel streets.

IMPLEMENTATION 4.18.7.1

Establish a well-enforced network of exclusive bus lanes.

IMPLEMENTATION 4.18.7.2

Introduce bus bulbs at strategic locations.

IMPLEMENTATION 4.18.7.3

Prioritize signals to facilitate the efficient movement of transit vehicles.

POLICY 4.18.8

Require that transit vehicles are non-polluting.

In order to reduce the emission levels generated by such traditional fuel sources as diesel, it is important that all new transit vehicles be non-polluting. Currently, the Municipal Transportation Agency has the goal

of reducing its fleet greenhouse gas emissions to thirty percent below 1990 levels by the year 2012 and becoming 100 percent emission-free by 2020.

IMPLEMENTATION 4.18.8.1

Promote electric trolley buses.

IMPLEMENTATION 4.18.8.2

Introduce low floor diesel hybrid buses.

The entire SoMa plays an important role in the distribution of cross-city trips as well as journeys into and out of San Francisco. Future plans should consider the relative proximity of the area to major transit facilities, providing benefits to commuters, residents and travelers. This objective is consistent a Western SoMa Planning Principle which calls for proposed land use developments to primarily serve the needs of existing residents and businesses.

OBJECTIVE 4.19

Benefit from Western SoMa's proximity to public transit

POLICY 4.19.1

Provide links to local and regional transit services.

In general, the SoMa features a number of regional facilities, such as the Transbay Terminal, BART Stations and the CalTrain Station at 4th and King. There is a clear need for transit lines in the Western SoMa to provide direct service to these facilities.

POLICY 4.19.2

Improve east-west transit connectivity in the area.

Despite the existence of some east-west routes, future planning efforts should be focused on improving service frequency and reliability. New neighborhood commercial and residential developments in the Western SoMa will heavily depend on maintaining links to the downtown area to the east and the Mission District to the west and south.

IMPLEMENTATION 4.19.2.1

Provide better connections to the downtown area and major regional nodes.

IMPLEMENTATION 4.19.2.2

Provide better connections to Showplace Square and the Mission District.

POLICY 4.19.3

Improve north-south transit connectivity in the area.

While the Western SoMa SUD area has historically been served by a number of east-west services, the transit network has featured very few north-south connections that directly pass through the Western SoMa SUD. A number of north-south routes zigzag, often following a north-south street for only two or three blocks.

IMPLEMENTATION 4.19.3.1

Provide better connections to the Market Street rail corridor.

IMPLEMENTATION 4.19.3.2

Provide better connections to the 3rd Street rail corridor.

IMPLEMENTATION 4.19.3.3

Provide better connections to the CalTrain rail corridor.

It is important that transit policies in this Community Plan are consistent with similar efforts at the City and regional levels. In keeping with Western SoMa Planning Principle 7, this objective supports the provision of clear and simple community planning policy and zoning requirements.

OBJECTIVE 4.20

Integrate transit policies with other planning efforts

POLICY 4.20.1

Coordinate transit improvements in the Western SoMa SUD so that they are consistent with larger transit efforts.

Currently, there are a number of transit planning efforts that are being developed by other agencies. For example, the MTA is developing its TEP to improve the quality of service and bring it into sync with recent and future land use changes.

IMPLEMENTATION 4.20.1.1

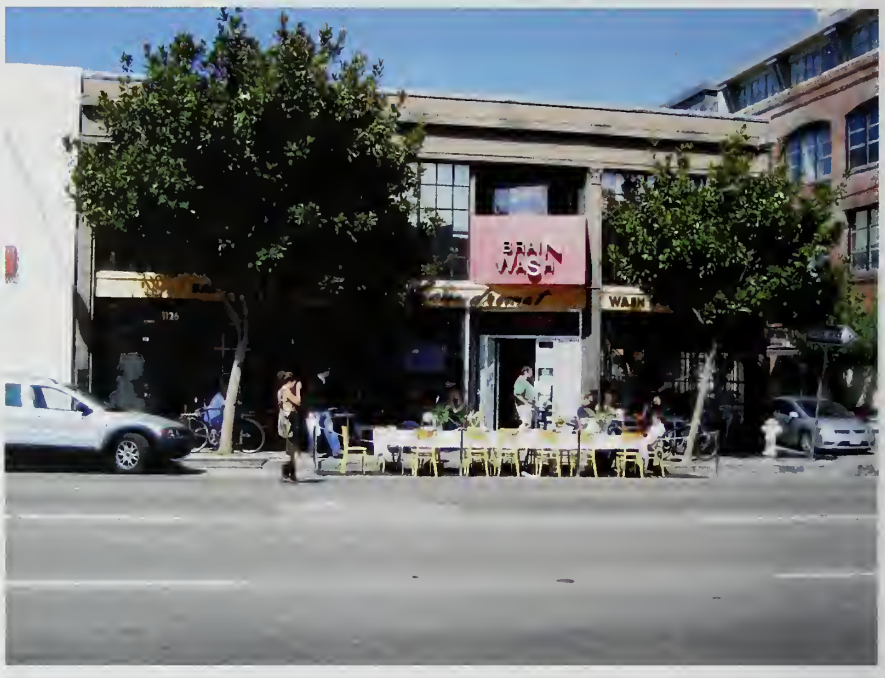
Work with MTA to identify new transit service needs (e.g., routes) created by land use changes.

IMPLEMENTATION 4.20.1.2

Include specific steps for meeting new needs with the Plan.

PEDESTRIANS

While physical infrastructure improvements have been made to facilitate vehicle circulation in the area, only minimal improvements have been made to the pedestrian system. As a result, many streets in the area are not always easily accessed by pedestrians.



OBJECTIVE 4.21

Provide safe, efficient and pleasant pedestrian circulation in Western SoMa.

POLICY 4.21.1

Ensure convenient and safe pedestrian crossings.

Pedestrians, especially the physically challenged, are often discouraged from crossing the street by wide roadways and traffic signals that do not provide adequate time to cross. In order to mitigate this problem, crosswalks should be improved, crossing distances shortened and signal cycles lengthened. Specific measures include the narrowing of streets, the addition of bulb-outs and ramps at some corners, and the application of zebra crossings at intersections.

IMPLEMENTATION 4.21.1.1

Install mid-block crossings according to a list of priorities.

IMPLEMENTATION 4.21.1.2

Systematically improve crosswalks at a number of Western SoMa intersections at:

12th and Folsom Streets;
Eighth and Howard Streets;
Eighth and Harrison Streets; and,
4th and Howard Streets.

POLICY 4.21.2

Improve sidewalk lighting to ensure safety and security.

Many streets and alleyways in the plan area are poorly illuminated at night, discouraging pedestrians and bicyclists from using them. Poorly

lit areas are often perceived as dangerous and are avoided. Better lighting can improve pedestrian safety and restore confidence to pedestrians and local businesses.

IMPLEMENTATION 4.21.2.1

Improve illumination on Russ Alley.

POLICY 4.21.3

Create safe pedestrian and bicycle routes to community facilities.

In order to ensure the safety of key sectors of the community, including children and seniors, it is imperative that safe routes be designed for access to and from important community facilities in the area.

IMPLEMENTATION 4.21.3.1

Improve routes accessing Bessie Carmichael School.

POLICY 4.21.4

Maintain the physical state of streets and sidewalks.

There are a number of roadways and sidewalks that are in poor physical condition, with holes and cracks that present a potential danger to pedestrians. A program to fix these gaps and fissures should focus on improving and maintaining these facilities.

IMPLEMENTATION 4.21.4.1

Maintain sidewalk surfaces on area streets.

IMPLEMENTATION 4.21.4.2

Prevent roadway deterioration on area streets

IMPLEMENTATION 4.21.4.3

Maintain bicycle lane surfaces throughout the area.

POLICY 4.21.5

Slow traffic on streets adjacent to the freeway.

High vehicle speeds on nearby streets pose a serious threat to the safety of all pedestrians crossing these streets. A program is needed to both set speed limits at neighborhood-friendly levels and add traffic calming measures to slow traffic.

IMPLEMENTATION 4.21.5.1

Slow down traffic on Harrison, between 4th and Division Streets.

IMPLEMENTATION 4.21.5.2

Slow down traffic on Bryant, between 4th and Division Streets.

IMPLEMENTATION 4.21.5.3

Slow down traffic on 9th, between Howard and Bryant Streets.

IMPLEMENTATION 4.21.5.4

Slow down traffic on 10th Street, between Howard and Bryant Streets.

POLICY 4.21.6

Prohibit the provision of multiple left-turn lanes at all intersections.

Within the plan area, some intersections feature two or more left-turn traffic lanes, creating safety concerns for pedestrians crossing the street. Often, motorists turn quickly to avoid oncoming traffic, and do not wait for pedestrians in the crosswalk.

POLICY 4.21.7

Prohibit free right turns off of freeways onto adjoining streets.

In the vicinity of the plan area, pedestrians have been severely injured by motorists unwilling to fully stop at an intersection controlling traffic coming off a freeway. If free rights are prohibited, pedestrians will feel more at ease crossing at these intersections.

POLICY 4.21.8

Designate mid-block crossings in areas of high pedestrian traffic.

East of Eighth Street, most blocks are longer than 500 feet, requiring that pedestrians walk a significant distance to cross the street at an intersection. This situation is especially critical where there is significant commercial activity on the street, or where alleyways cross at mid-block.

IMPLEMENTATION 4.21.8.1

Locate mid-block crossings on Howard between 7th and 10th Streets.

IMPLEMENTATION 4.21.8.2

Locate mid-block crossings on Townsend, between 4th and Eighth Streets.

POLICY 4.21.9

Improve pedestrian safety at freeway underpasses and ramps.

Freeway-related facilities, such as underpasses and ramps, introduce a set of hazards to the pedestrian, particularly in such high volume areas

as the Western SoMa. While many of these facilities are accessed by the public, vehicle speeds are often high, presenting an immediate danger to the pedestrian wishing to access them. In addition, areas around these facilities are often dark at night, further raising concerns of safety and security.

In order to develop a multimodal transportation network in the Western SoMa, it is imperative that pedestrian-related policies are consistent across city and regional agencies. This objective supports Western SoMa Planning Principle 7, providing for clear and simple community planning policies and zoning requirements.

OBJECTIVE 4.22

Integrate pedestrian policies with other planning efforts

POLICY 4.22.1

Coordinate pedestrian improvements so that they are carefully integrated with other transportation projects in the area.

A number of planning efforts are currently underway in the Western SoMa and surrounding areas. Pedestrian improvements should be coordinated in conjunction with these projects, and with such efforts as the Department of Public Works Great Streets and South of Market Alley Improvements Programs. In addition, facilities should be improved to provide more convenient access to key destinations as well as to other transportation modes.

IMPLEMENTATION 4.22.1.1

Work with MTA to identify pedestrian needs, and apply relevant treatments.

Pedestrians are often discouraged from walking down streets that are not visually pleasing or that present barriers. Clear, open sidewalks, as well as attractive street frontages attract pedestrians, and other transportation users. In addition, an improved street ambience promotes walking. This objective is consistent with Western SoMa Planning Principle 13, seeking to maximize general environmental quality and health.

OBJECTIVE 4.23

Improve the ambience of the pedestrian environment

POLICY 4.23.1

Integrate pedestrian space with compatible land uses.

Design pedestrian facilities so that they blend in well with surrounding land uses. In order to avoid potential conflicts, auto-oriented uses should be avoided where possible.

IMPLEMENTATION 4.23.1.1

Prohibit curb cuts on Transit Preferential Streets and alleys, based on a clear set of criteria.

IMPLEMENTATION 4.23.1.2

Design pedestrian-friendly points of access to adjacent properties.

POLICY 4.23.2

Create a visible pedestrian network that connects to other areas.

It is important that pedestrian facilities not only feature connections within the area, but also links to surrounding areas (e.g., Downtown, East SoMa, Showplace Square, Mission and Market-Octavia). A network of wayfinding signage should be introduced to help orient the pedestrian.

IMPLEMENTATION 4.23.2.1

Develop a link along Folsom Street, from 7th to Division Street.

IMPLEMENTATION 4.23.2.2

Develop a link along Howard and South Van Ness, from 7th to Division Street.

IMPLEMENTATION 4.23.2.3

Develop a link along 7th Street, from Mission to Townsend Street.

IMPLEMENTATION 4.23.2.4

Develop a link along Eighth Street, from Mission to Bryant Street.

POLICY 4.23.3

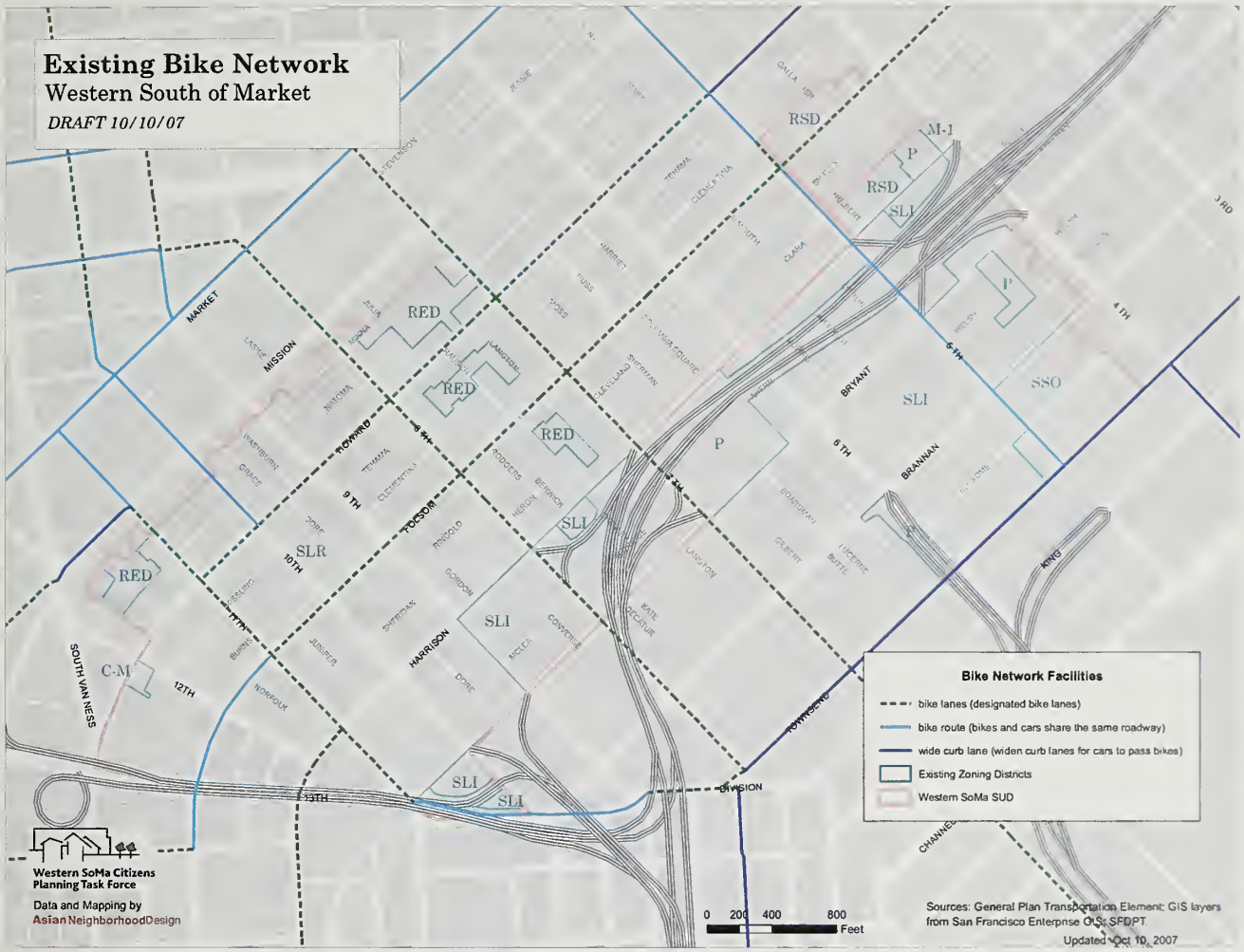
Develop Folsom Street as a pedestrian-oriented transit corridor.

In an effort to better accommodate pedestrians accessing local businesses on Folsom Street, planners have explored the concept of converting it into a two-way, community-oriented avenue that bisects the SoMa. The San Francisco County Transportation Authority published a Strategic Analysis Report on the feasibility of redesigning Folsom. Projects include the application of street calming options, the introduction of sidewalk improvements, a bus rapid transit (BRT) service, and pedestrian and bicycle improvements.

POLICY 4.23.4

Require context-specific pedestrian environmental analysis and countermeasure plans for all development projects.

The inclusion of environmental analysis and relevant plans will ensure that residential and commercial development projects adequately address site-specific, pedestrian access issues.



BICYCLES

The bicycle plays an important role in the transportation system of San Francisco as not only a healthy alternative that is easily accessible to most individuals, but also as a non-polluting alternative to the private automobile. This objective supports Western SoMa Planning Principle 3, promoting safety in all areas of the public realm.

OBJECTIVE 4.24

Ensure that bicycles can be used safely and conveniently as a primary transportation mode and for recreational purposes

POLICY 4.24.1

Improve bicycle access in the Western SoMa.

In order for the bicycle to reach its full potential as a key component of the transportation system, it is essential that an easily accessible network of bicycle routes and paths is fully maintained.

IMPLEMENTATION 4.24.1.1

Improve facilities on Howard Street, between 7th and Division Streets.

IMPLEMENTATION 4.24.1.2

Improve facilities on 7th and Eighth Streets, between Mission and Townsend Streets.

IMPLEMENTATION 4.24.1.3

Improve facilities on Townsend Street, between 4th and 7th Streets.

IMPLEMENTATION 4.24.1.4

Rationalize intersections to improve connections to Oak and Polk Streets, via 10th and Market Streets.

IMPLEMENTATION 4.24.1.5

Rationalize intersections to improve connections at the junction of South Van Ness Avenue, Howard Street, and 13th Street.

POLICY 4.24.2

On specific streets, implement physical roadway treatments that will improve overall bicycle safety.

On streets that are currently being targeted for bicycle improvements, it is essential that planners continuously design and implement road treatments that will effectively slow vehicle traffic and give a higher level of comfort to bicyclists. For example, improvements should include the introduction of colored bicycle lanes, wider curbside lanes, and improved bicycle signage (on streets with bicycle lanes or routes).

IMPLEMENTATION 4.24.2.1

Apply treatments on Howard Street, between 7th and Division Streets.

IMPLEMENTATION 4.24.2.2

Apply treatments on 7th and Eighth Street, between Mission and Townsend Streets.

IMPLEMENTATION 4.24.2.3

Apply treatments on Townsend Street, between 4th and 7th Streets.

POLICY 4.24.3

Prohibit multiple left turn lanes and free right-turn lanes.

Within the plan area, some intersections feature two or more left-turn traffic lanes, creating safety concerns for bicyclists at intersections. In addition, bicyclists have been injured by motorists unwilling to fully stop before turning right on a red traffic light. If these movements are carefully controlled, bicyclists will feel more comfortable.

IMPLEMENTATION 4.24.3.1

Restrict the number of left turn lanes and eliminate "free right-turn lanes."

It is important that local residents are provided easy access to other areas of the City and region. Many of these residents either work in other areas, or frequently travel outside of the neighborhood for many different purposes.

OBJECTIVE 4.25

Improve bicycle access to other areas of the city and the region

POLICY 4.25.1

Improve direct routes between Western SoMa and other parts of the city.

In some areas, bicycle routes are not continuous due to street obstructions. Efforts should be made to complete the route network by filling these gaps.

IMPLEMENTATION 4.25.1.1

Improve the connection along Howard to South Van Ness Avenue.

IMPLEMENTATION 4.25.1.2

Improve the connection along 11th Street to Polk Street.

IMPLEMENTATION 4.25.1.3

Improve the connection along Eighth Street to Grove Street.

POLICY 4.25.2

Accommodate bicycles on streets parallel to the freeway.

Since bicycles are prohibited on the freeway, it is essential that they are given access to parallel bicycle routes in the immediate vicinity. It is essential that bicycle policies included in this effort are consistent with similar efforts at the city and regional levels. To avoid duplication of efforts and conflicting actions, interagency coordination is essential. This objective supports the provision of clear and simple community planning policy and zoning requirements.

OBJECTIVE 4.26

Integrate bicycle policies with other planning efforts

POLICY 4.26.1

Coordinate bicycle plans in Western SoMa to be consistent with the recommendations coming out of the City Bicycle Plan.

The Bicycle Plan sets a policy framework and an implementation program for improving bicycle planning in San Francisco. Local plans should be planned accordingly, in order to take advantage of the funding opportunities set forth in the Bicycle Plan.

In general, the availability of parking tends to promote use of the automobile, especially where it is provided at low cost. The Transportation Element encourages the use of transit and other transportation modes as a way of minimizing the impacts of increased vehicle trips. In essence, this objective seeks to mitigate neighborhood impacts resulting from new development.

OBJECTIVE 4.27

Establish parking policies that improve neighborhood livability, vitality, and environmental quality by reducing private vehicle trips and supporting walking, cycing and public transit use

POLICY 4.27.1

Discourage commuter parking in the Western SoMa.

Long-term parking normally attracts workers seeking to park near the work place. In contrast, the provision of short-term parking normally ensures a high turnover of spaces, reducing the pressure (on motorists) to find parking, and, in turn, reducing vehicle trips.

IMPLEMENTATION 4.27.1.1

Amend the Downtown Plan to remove Western SoMa from the downtown parking belt.

IMPLEMENTATION 4.27.1.2

Adopt requirements (similar to those in downtown) that support the pricing of non-accessory parking lots and garages in favor of short term parking for neighborhood businesses.

POLICY 4.27.2

Retain on-street parking whenever possible, except where necessary to improve pedestrian, bicycle, and transit access and safety.

Only in certain cases should on-street parking be eliminated on major streets to improve access to transit and non-motorized modes of transportation. Benefits of on-street parking include horizontal separation between the roadway and the sidewalk, and support for neighborhood-serving businesses.

IMPLEMENTATION 4.27.2.1

Rescind peak period tow-away zones in the Western SoMa SUD.

IMPLEMENTATION 4.27.2.2

When widening sidewalks on neighborhood-serving streets or alleyways, reduce traffic lanes in preference to eliminating on-street parking.

IMPLEMENTATION 4.27.2.3

Eliminate off-street parking requirements to reduce loss of on-street parking from curb cuts.

IMPLEMENTATION 4.27.2.4

Allow projects to consolidate their accessory parking.

IMPLEMENTATION 4.27.2.5

Provide corner bulb-outs and bus bulb-outs on streets with curb parking to improve pedestrian access, safety, and visibility; shorten street crossing distances; and provide for faster and more accessible transit boarding.

POLICY 4.27.3

Price on-street parking on regional and neighborhood-serving streets to create available spaces at most times, encourage parking turnover, and reduce the number of vehicles circulating in the neighborhood.

Numerous studies have shown that the pricing of vehicle parking is one of the most effective strategies to reduce parking demand, and consequently reduce the use of the single-occupant automobile.

IMPLEMENTATION 4.27.3.1

Evaluate using price, rather than time limits, to encourage turnover.

IMPLEMENTATION 4.27.3.2

Evaluate extending meter hours on certain streets into evenings and weekends to provide parking for nighttime entertainment uses

POLICY 4.27.4

Establish residential permit zones on residential enclave streets to prioritize parking for residents.

It is important that these enclave areas primarily serve local residents. This policy effectively restricts outside vehicles from parking along these streets.

POLICY 4.27.5

Dedicate some portion of parking meter and permit zone revenues to fund pedestrian, bicycle, transit and streetscape improvements in Western SoMa.

The effective enforcement of parking meters and permit zones can generate a steady flow of revenue to the city. Consistent with the Transit First policy, these revenues should go toward the improvement of alternative modes to the car.

POLICY 4.27.6

Support car-free living in Western SoMa.

In many central cities, parking standards actually promote the use of the private vehicle by requiring that developers provide at least one off-street parking space per residential unit or commercial area.

IMPLEMENTATION 4.27.6.1

Eliminate minimum parking requirements.

IMPLEMENTATION 4.27.6.2

Establish a residential maximum of three spaces for every four units, with and without parking in new developments.

POLICY 4.27.7

Promote the unbundling of parking from new housing.

Most residential developers include parking in the overall cost of a housing unit. If parking is priced separately, however, per unit costs decrease and housing is more affordable. Given the choice, many residents may opt not to buy parking. In order to ensure transparency in how parking costs are unbundled from housing costs, new residential development should submit parking charges to the Planning Department.

Travel demand management is an effective tool for controlling the number of vehicle trips made. It comprises a set of low cost measures designed to make better use of the existing transportation infrastructure, i.e., reducing the need for an automobile. This objective also supports Western SoMa Planning Principle 1.

OBJECTIVE 4.28

Reduce the negative impacts of vehicle trips on Western SoMa SUD by encouraging the use of alternative modes of transportation

POLICY 4.28.1

Contain and lessen the local traffic and parking impacts of businesses by implementing a set of employer-based TDM measures.

Normally, businesses produce greater traffic and parking impacts on residential areas unless efforts are made to accommodate employment growth. One way to achieve this is to promote on-site TDM programs at new businesses. These programs include a wide variety of measures, such as rideshare matching, car sharing, subsidized transit passes, emergency ride home, bicycle parking, showers, and alternative modes information.

POLICY 4.28.2

Promote walking and other non-motorized modes to and from designated Neighborhood Commercial districts and other major destinations in the Western SoMa SUD.

Another way of reducing automobile use is to promote non-motorized travel modes. An improved walking environment will facilitate pedestrian traffic. A number of measures can be introduced to reduce vehicle speeds and improve the local environment, such as the introduction of mid-block crossings, bus bulbs, street narrowing, and sidewalk widening, as well as safety programs.

POLICY 4.28.3

Reduce, relocate or prohibit auto-oriented facilities situated on streets served by local transit services.

The principal function of the Transit Preferential Streets program is to provide facilities that ensure the timely movement of transit riders along major transit corridors. Auto-oriented uses often work against the objectives of the Transit First policy.

Presently, the SoMa is an area under threat from high regional traffic volumes and fast vehicle speeds, primarily along the freeway and connecting streets. In order to ensure an acceptable level of safety, emphasis must be placed on managing vehicle volumes and speeds to better suit the concerns of the neighborhood. This objective is in line with Western SoMa Planning Principle 3, which promotes safety in all areas of the public realm.

OBJECTIVE 4.29

Maintain San Francisco as a principal regional destination without jeopardizing the livability of the SoMa

POLICY 4.29.1

Reduce speeds on arterials leading to/from the freeway.

In order to achieve a greater level of safety, vehicle speeds in the local vicinity should be reduced. At freeway on/off ramps, gateway treatments (e.g., special signage) could remind the motorist that he/she is entering a residential neighborhood.

IMPLEMENTATION 4.29.1.1

Reduce speed limits on 9th Street, between Mission and Bryant Streets.

IMPLEMENTATION 4.29.1.2

Reduce speed limits on 10th Street, between Mission and Bryant Streets.

IMPLEMENTATION 4.29.1.3

Reduce speed limits on Harrison, between 4th and 9th Streets.

IMPLEMENTATION 4.29.1.4

Reduce speed limits on Bryant, between 4th and 9th Streets.

POLICY 4.29.2

On specific streets, implement intersection treatments that improve pedestrian and bicycle safety.

It is essential that planners design and implement intersection improvements that slow the flow of vehicle traffic and provide a higher level of safety at intersections.

IMPLEMENTATION 4.29.2.1

Introduce new crosswalks (signalized and non-signalized).

IMPLEMENTATION 4.29.2.2

Introduce bulb-outs.

IMPLEMENTATION 4.29.2.3

Introduce new bike lanes.

Implementation 4.29.2.4

Introduce alley crossings of major streets.

POLICY 4.29.3

Develop a set of traffic-calmed zones.

One approach to slowing local traffic is to create specific speed zones that encompass residential and mixed-use enclaves located on small streets and alleyways. Speeds could be lowered to 20 (miles per hour) on the former and 15 on the latter. New mid-block paths could connect parallel streets, and crossings could link small streets (across wide streets). Other traffic calming strategies could include curb extensions; speed humps and tables; street closures and roundabouts.

IMPLEMENTATION 4.29.3.1

Establish a zone bounded by Mission, 7th, Harrison and Division Streets.

IMPLEMENTATION 4.29.3.2

Establish a zone bounded by Bryant, 4th, Townsend and 7th Streets.

POLICY 4.29.4

Prohibit intersection turn movements that endanger pedestrians and bicyclists.

Within the plan area, some intersections feature two or more left-turn traffic lanes, creating safety concerns. The elimination of these movements at neighborhood intersections will reduce potential conflicts and improve intersection safety.

IMPLEMENTATION 4.29.4.1

Eliminate multiple left-turns at intersections.

IMPLEMENTATION 4.29.4.2

Eliminate free-right turns at intersections.

POLICY 4.29.5

Regularly monitor changes in the level of safety on local streets.

One way to manage traffic speeds and increase safety is to regularly survey roadway conditions in the area (e.g., chart the number and location of pedestrian, bicycle and vehicle collisions). Where justified, introduce traffic calming measures that can effectively improve the quality of the neighborhood.

While many of the suggested transportation improvements can be funded through identified sources, including state and local funds, the development of a well structured public benefit package will ensure a steady stream of investment in transportation into the future. This objective is consistent with a Western SoMa Planning Principle which calls for new land use development to primarily serve the needs of existing residents and businesses.

OBJECTIVE 4.30

Develop a public benefit package that will generate revenues for financing transit, bicycle and pedestrian improvements over the long-term

POLICY 4.30.1

Develop a fee that is based on the amount of parking provided.

The existing Transit Impact Development Fee (TIDF) generates revenue from commercial building square footage. In the SoMa, where parking is abundant, there is an opportunity to levy a fee on the amount of parking provided to mitigate traffic impacts.

IMPLEMENTATION 4.30.1.1

Design and implement an ongoing fee to cover road and enforcement costs.

IMPLEMENTATION 4.30.1.2

Design and implement a one-time fee for parking areas.

OBJECTIVE 4.31

Integrate automobile policies with other planning efforts.

It is important that auto-related policies are consistent across City and regional agencies. This objective supports a Western SoMa Planning Principle that seeks to provide simple community policies and zoning recommendations.

NOTES

Urban Design and Built Form

The objectives, policies and implementing actions of the Urban Design and Built Form section of the Western SoMa Community Plan are intended to maintain and enhance an urban environment and diversity of uses that is unique to South of Market while still allowing for infill development, enhanced potential and incremental growth.

Both daytime and nighttime users of Western SoMa – the residents and workers – enjoy the fine-grained fabric of the alleys and appreciate the subtleties of its larger streets. For decades the livability of the community has been maintained by a benign neglect and by individual business owners and neighbors who created a unique mix of uses. They set back their buildings and brought green to the alleys, reused existing warehouses for a myriad of jobs and arts activities and adjusted to potentially incompatible uses with varying degrees of success.

This plan respects the mix of uses and building types, enhances the livability for young, old, families, individuals and workers. It builds on the success of living and working in the alleys, acknowledges a type of healthy development that can take place on the highly trafficked regional-serving streets and creates a neighborhood commercial transit corridor. It develops an approach to the larger development sites that adds additional alleys to knit together the fabric of Western SoMa, provides publicly accessible green space, community gathering places and other amenities. The Plan builds on and re-introduces rear yard patterns for residential development to create aggregated benefits and encourages enforcement of alley controls that maintain the hierarchy of development patterns. In short, this Plan tries to build on what is here and promotes environments that support jobs, housing and the diversity of uses.

OBJECTIVE 5.1

Reinforce the diversity of the existing built form and the warehouse, industrial and alley character

POLICY 5.1.1

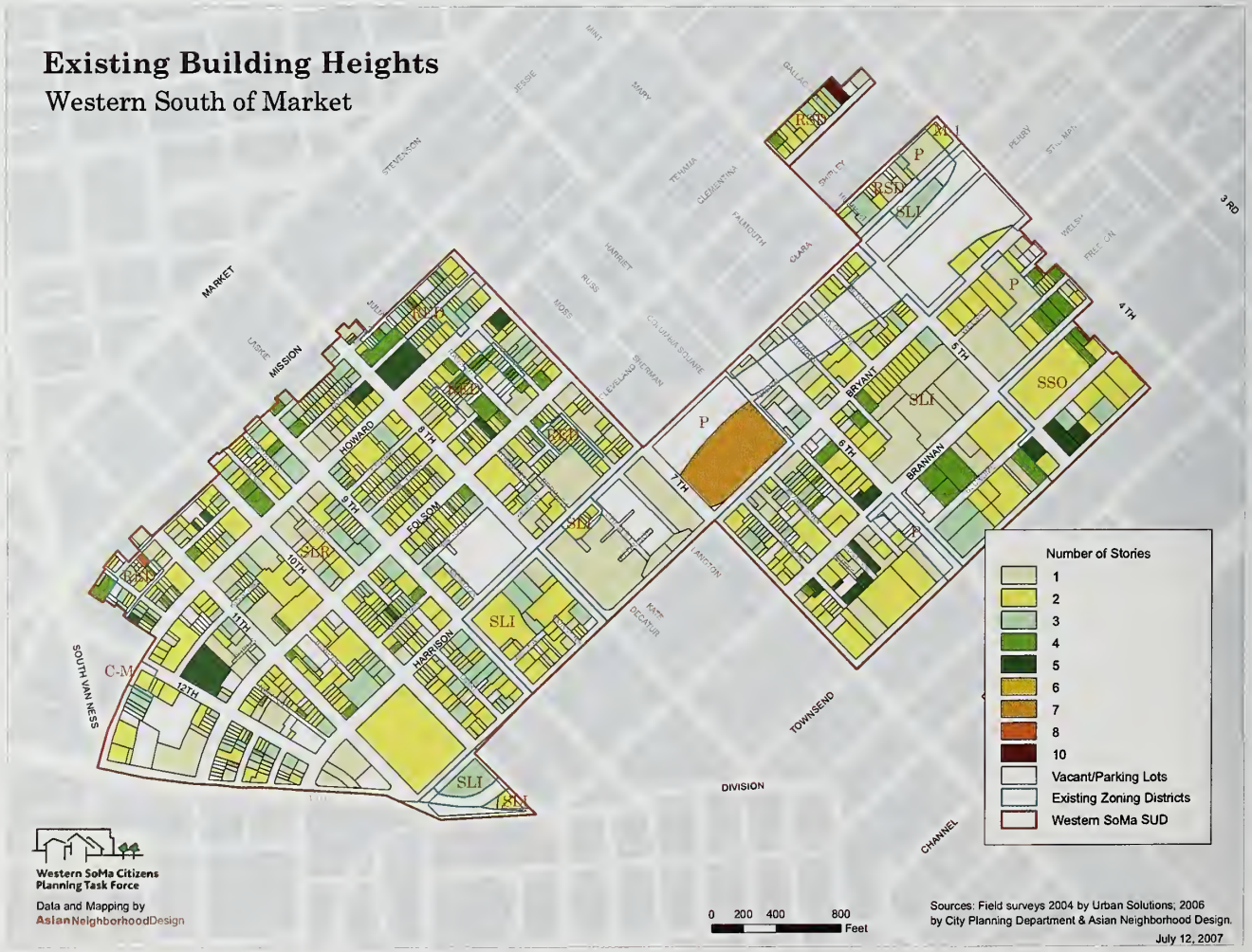
Promote, preserve and maintain the mixed use character of Western SoMa alleys containing both small scale commercial and residential uses.

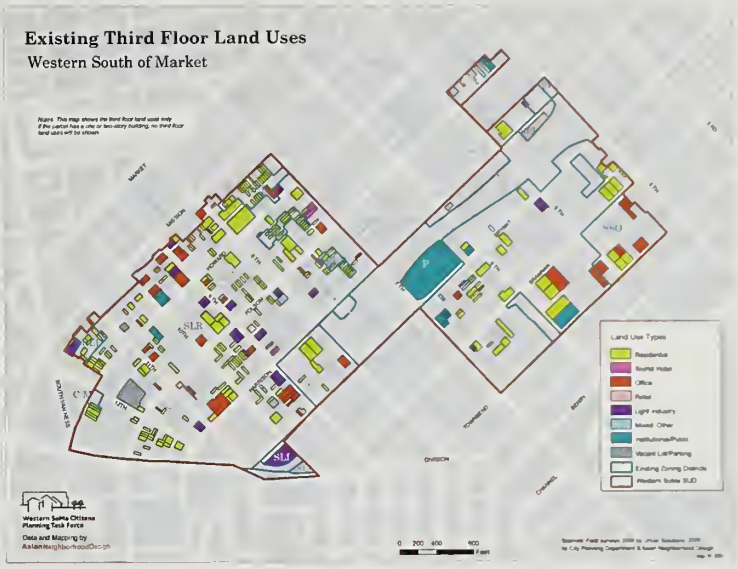
Key findings in the Conditional Use process should include but not limited to provision of community benefits through conferred development increases, maximizing solar access and, publicly accessible artwork and automobile ingress and egress on the project site.

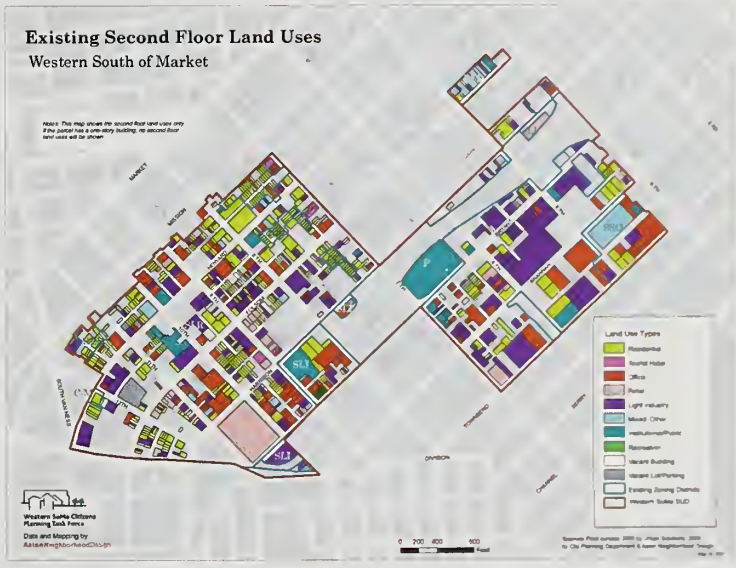
Although the Community Plan permits some height increases along larger Neighborhood and Regional streets, the Alley streets have a much narrower right-of-way dimension. In efforts to maximize solar access to the streets and to yards, no new development should be permitted in excess of forty (40) feet.

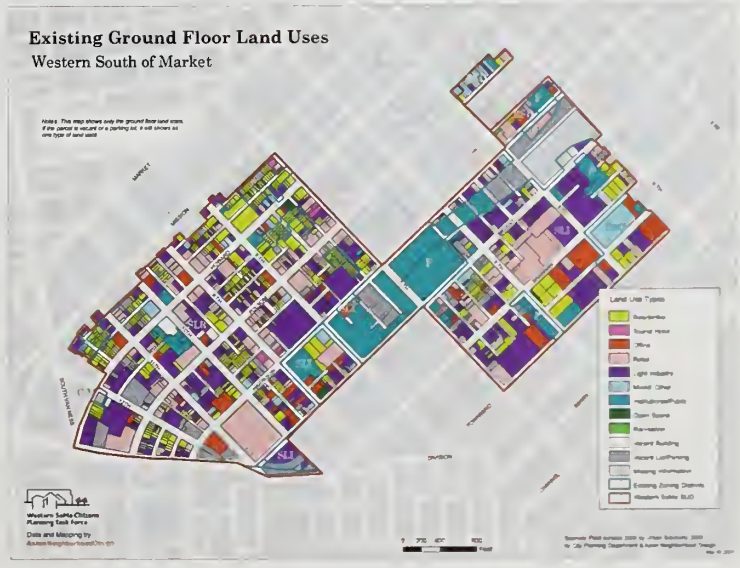
IMPLEMENTATION 5.1.1.1

Require Conditional Use authorization for all Western SoMa SUD development proposals in excess of 40 feet.









The series of maps on these two pages clearly shows the existing built environment of the Western SoMa SUD being almost entirely comprised of one, two and three story buildings.

POLICY 5.1.2

Encourage historic district and landmark designations throughout the Western SoMa SUD.

Based on the number of both historic and social heritage resources (i.e., cultural resources), the community is supportive of creating new historic districts in this neighborhood. The Western SoMa Citizens Planning Task Force is also proposing two Heritage Districts that correspond with proposed Historic District boundaries and hopes to get all their identified resources appropriately recognized by the currently available cultural resource rating systems.

IMPLEMENTATION 5.1.2.1

Implement creation and demarcation of the Filipino and LGBT Heritage Districts in the Western SoMa.

POLICY 5.1.3

Encourage and support the preservation and adaptive re-use of historic and social heritage neighborhood resources.

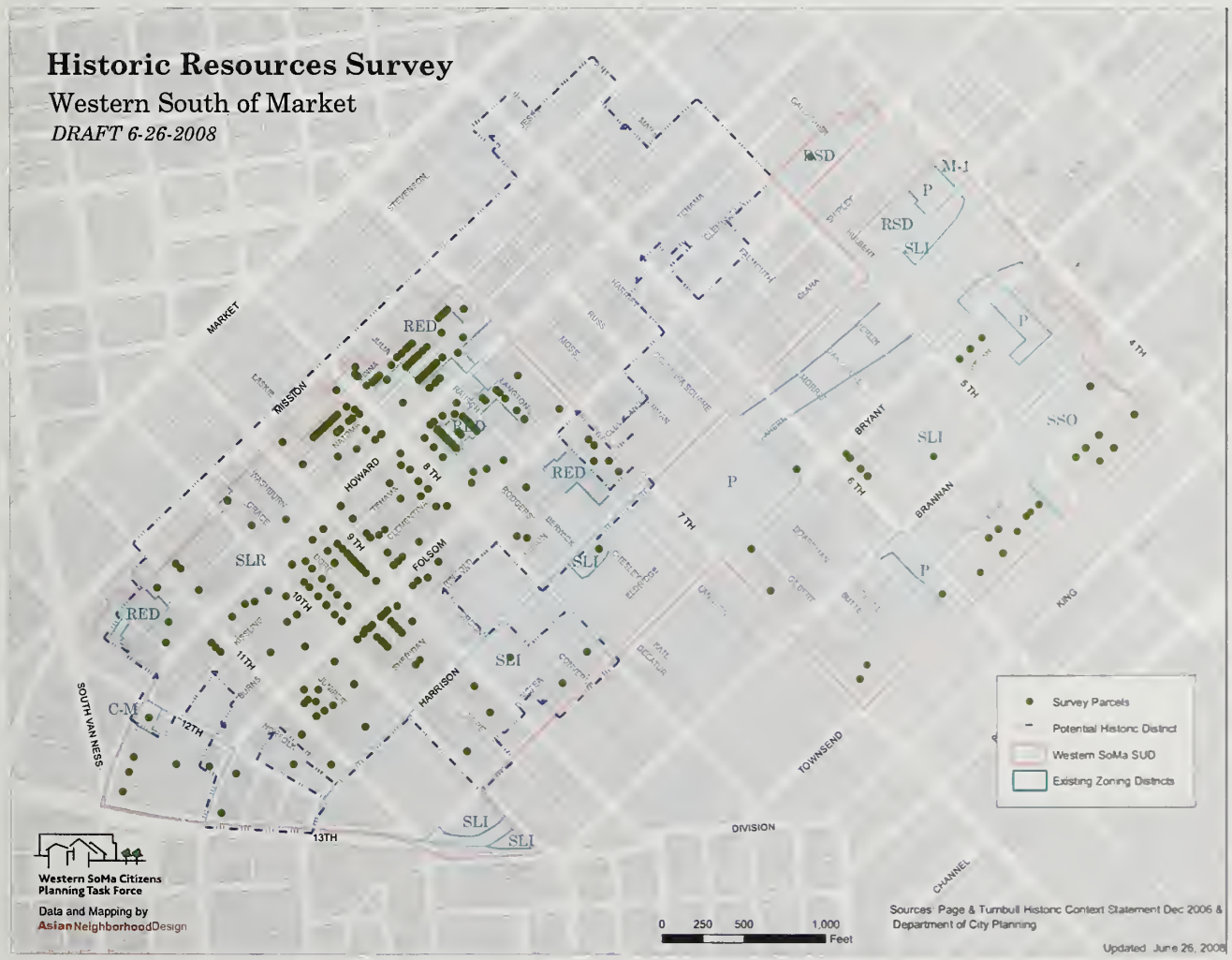
The Complete Neighborhood Fabric Committee of the Western SoMa Task Force in August 2007 approved the goal of preservation of social heritage, using the following approaches to preserve Lesbian, Gay, Bisexual, Transvestite and Questioning (LGBTQ) and Filipino assets in the neighborhood. The Filipino American Foundation has identified more than 25 historic sites, buildings, and objects as well as proposed boundaries to establish a Filipino social heritage district. The Foundation has been working on this project for several years and has the support of various agencies. There is an ongoing proposal to designate and declare a Filipino Cultural Preservation District in an area of six by eight blocks, bounded by 9th Street and 2nd Street and from Market Street to Brannan Street.

The proposed Filipino district highlights the long–standing cultural institutions in the neighborhood as they have served as places of worship, for community services, for arts expression, and as sites for cultural activities and events in the same manner a plaza would function in the Philippines. The district includes several sites that host folkloric events, and streets named after Philippine national heroes.

San Francisco became the first city in the USA where sexuality became the basis for mobilizing for community rights. A distinctive subgroup of

male homosexuals began to gather in this area in the late 1940s. The group was referred to as "leather." By late 1970, South of Market had become one of the most extensive and densely occupied leather neighborhoods in the world and South of Market had become the most significant local gay neighborhood along with Polk and Castro. There is significant documentation recognizing sexually-based historic resources that have made a significant contribution to the broad patterns of the history of our country as well as the history of San Francisco.

Numerous field surveys and databases have already documented historical resources, buildings, and housing known or generally acknowledged to be social heritage resources in the SoMa. Some of these surveys and additional Western SoMa Task Force research includes documentation of known LGBTQ assets. At an individual building level, historic surveys document buildings by age, or by type, or by having recognized national and local ratings.



POLICY 5.1.4

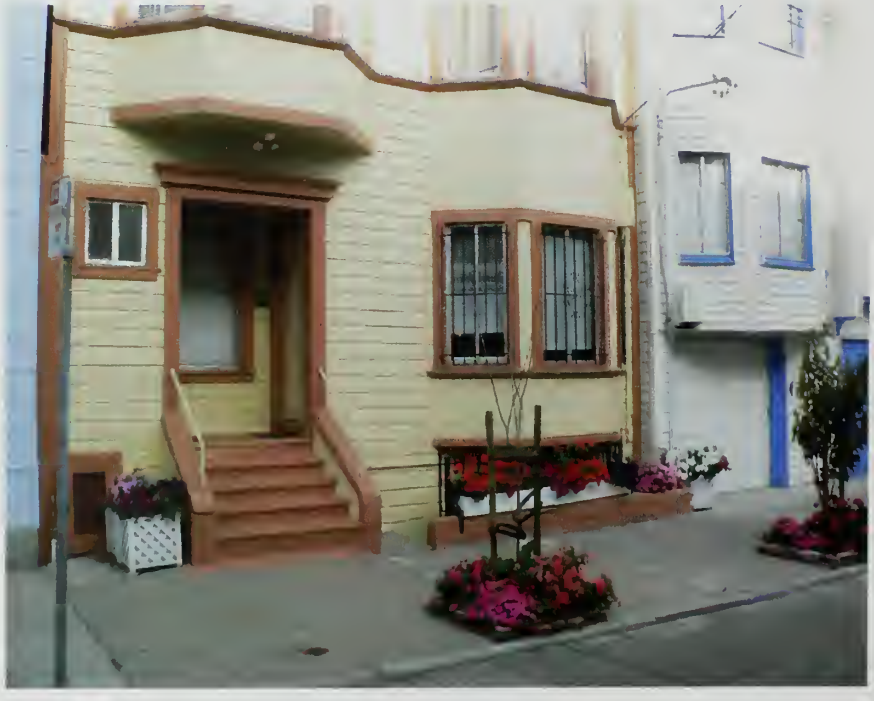
Continue to develop and codify a clear and coherent historic resource adaptive re-use program for the Western SoMa SUD that reinforces and builds on the Secretary of the Interior adaptive re-use standards.

By the end of 2007, there were 215 Western SoMa buildings that have been identified in various historic surveys as being potentially significant resources. Information from a pending updated historic resources survey of the Eastern Neighborhoods (which will include the Western SoMa planning area) will augment the existing resource inventory.

The next step in the development of a local adaptive re-use program that will serve the long term needs of San Francisco in the context of the US Secretary of the Interior standards needs to be undertaken and funded. The first phase of developing an analysis of best practices and identifying building typologies has been initiated and completed for the Western SoMa SUD. A programmatic expansion of this first phase in the Western SoMa Adaptive Re-use Program needs to be expanded citywide. A second phase that explicitly sets forth adaptive re-use opportunities for all of the San Francisco historic resources based on building types, zoning and surrounding uses needs to be undertaken.

POLICY 5.1.5

Encourage residential open space in required yards within the designated Western SoMa SUD Residential Enclave Districts.



IMPLEMENTATION 5.1.5.1

Develop building setback requirements that preserve existing and historic street walls.

IMPLEMENTATION 5.1.5.2

Require preservation, expansion (where a pattern exists) and new (where no pattern exists) of at-grade rear yards, without Variances or Administrative relief throughout the Western SoMa.

POLICY 5.1.6

Encourage a mix of uses rather than mixed use developments.

In recognition of the diverse uses in the Western SoMa, and that some of these uses may be incompatible within the same building, there are opportunities to retain a mix of uses if appropriate buffers between uses are used to maintain incompatible uses in near proximity to one another.

POLICY 5.1.7

Develop design guidelines that preserve the industrial character of the larger streets, the mixed industrial/residential character of the RED-mixed area and the residential character of the REDs.

The City of San Francisco has a broad range of policies and programs aimed at decreasing the consumption of energy and natural resources. Currently, the City of San Francisco sets the local green building example by requiring all new municipal construction and major renovation projects to achieve a LEED Silver certification from the US Green Building Council. The City also has a variety of green building priority permitting programs, but does not have any required green building standards for commercial or residential buildings.

OBJECTIVE 5.2

Promote environmental sustainability

POLICY 5.2.1

Fully support and integrate into the Western SoMa SUD the environmental policies embodied in mandatory green building legislation resulting from the recommendations of the Mayor's Task Force on Green Building.

On December 13, 2007, Mayor Gavin Newsom introduced legislation from the Mayor's Task Force on Green Building that would require new residential and commercial buildings to meet stricter environmental guidelines. All Eastern Neighborhood plans propose implementing the recommendations of the Mayor's Task Force on Green Building as requirements for new commercial building and residential uses.

Part of this proposal requires small residential development and mid-size multi-family development to achieve a score of 50 on the GreenPoint Rated system and a prerequisite for the check list is 50 percent construction waste diversion. The checklist also has an option for 65 percent diversion and 80 percent diversion by weight. For large commercial and residential development LEED has a construction waste management credit which is an option under the material and resource section to divert 50 percent to 75 percent waste from disposal. Again, neither of these rating systems would require the development projects to divert all non-hazardous construction and demolition debris for recycling and/or salvage.

Currently, composting and recycling services are available to all San Francisco businesses and residences through the Fantastic Three Program. These requirements should be applicable to new residential uses in the Eastern Neighborhoods. Through this requirement there will be adequate and accessible space for recycling and composting pick-up.

POLICY 5.2.2

Require new development to meet minimum levels of "green" construction.

IMPLEMENTATION 5.2.2.1

Follow the recommendations of the Mayor's Task Force on Green Building for the City and County of San Francisco and require Leadership in Energy and Environmental Design (LEED)® standards and/or other systems such as GreenPoints for new commercial building and residential uses.

POLICY 5.2.3

Require mandatory targets for certain components of the rating systems, specifically, 5 percent to 10 percent of material re-use for development projects, 100 percent diversion of all non-hazardous construction and demolition debris for recycling and/or salvage, 10 to 25 percent onsite renewable generation, water efficient landscaping to reduce potable water consumption for irrigation by 50 percent, and maximize water efficiency within buildings to reduce waste water by 30 percent.

The laws of the City of San Francisco and the State of California require a large percentage of construction debris to be diverted from landfills. The State of California, through its California Integrated Waste Management Act of 1989, Assembly Bill 939 (AB 939), requires that each local jurisdiction

in the state divert 50 percent of discarded materials (base year 1990) from landfill. The San Francisco Construction and Demolition Debris Recovery Ordinance (adopted in February of 2006) requires a minimum of 65 percent diversion from landfill of construction and demolition debris. Furthermore, in 2002 the San Francisco Board of Supervisors adopted Resolution No. 679-02, setting a goal of 75 percent diversion from landfill by 2010 and promoting the highest and best use of recovered materials and authorizing the Commission on the Environment to adopt a zero waste goal, which it set to achieve by 2020. Lastly, the San Francisco Green Building Ordinance establishes LEED Silver level as the standard for all City building projects, which can include the goal of diverting 75 percent of construction and demolition debris from landfill for each project. Although San Francisco strongly encourages construction debris diversion, there are no requirements in the Eastern Neighborhood Plans or in City policy that require 100 percent of construction waste to be diverted.

IMPLEMENTATION 5.2.3.1

New construction should be fit with water saving fixtures including high efficiency toilets and low flow shower heads in residential and commercial development.

IMPLEMENTATION 5.2.3.2

Landscaping should employ low-waste techniques, such as the selection of native, drought resistant plants, recycled or captured water irrigation, and drip irrigation.

IMPLEMENTATION 5.2.3.3

Require Energy Star appliances or an equivalent level of energy efficiency in new residential units (e.g. clothes washing and dishwashing machines, water heaters, etc.).

IMPLEMENTATION 5.2.3.4

Require the installation of solar paneling atop buildings with the highest allowed height limits.

POLICY 5.2.4

Encourage sensitive building use, design and alley guidelines to maximize solar access to all designated Residential Enclave Districts and existing rear yard patterns found elsewhere in the Western SoMa SUD.

CAP

SAN FRANCISCO'S ALLEYS

PART OF THE PLANNING DEPARTMENT'S CITYWIDE ACTION PLAN FOR HOUSING

San Francisco Planning Department
July 2003

SAN FRANCISCO'S ALLEYS

With the planned increase in population in the neighborhoods that the Citywide Action Plan (CAP) identifies for significant new residential development, there is the need to balance increased density with the characteristics that build livable neighborhoods: walkability, a human scale and a vibrant public realm. As these areas are planned to provide opportunities for new housing and other development, there is an obligation and a need to conserve and enhance a neighborhood's existing livable qualities, and augment them where they are currently lacking.

In the history of San Francisco, alleys have played a very important role in the development of many neighborhoods, including SoMa, the Mission and the Market/Octavia neighborhood. However, over the years, many alleys have been cut off, developed over or variously made unusable. This discussion piece describes the importance of alleys towards creating livable neighborhoods, and some preliminary strategies for enhancing alleys as meaningful urban places.

WHY ARE ALLEYS IMPORTANT?

Alleys have often been thought of as purely functional, a place for loading, deliveries and garage access. At worst, they have become dark, derelict or unsafe. In recent years, however, people have begun to appreciate the benefits that alleys provide, and to see them as place-enhancing spaces in their own right.

Most importantly, alleys break up the scale of large blocks and parcels. In SoMa, for example, blocks were laid out on a very large scale (550 feet by 825 feet). Soon after these blocks were laid out, property owners began to break the scale of the blocks by building alleys, in order to create a more useable development pattern and to enable access to the center of blocks.

Alleys also provide an alternative circulation network, distributing traffic on more streets and providing a choice of routes. Because they are a slow-traffic alternative to busy streets, alleys can be especially important to bicyclists and pedestrians. In dense urban neighborhoods, alleys create a human-scale space, allowing the penetration of sunlight, sky and greenery into the centers of blocks. Less tangibly, alleys can provide a sense of discovery, wonder and beauty to an often routine urban environment.

WHAT COMPONENTS MAKE UP A SUCCESSFUL ALLEY?

Whether or not an alley becomes a successful urban place is greatly determined by a handful of urban design factors: scale, sun and sky availability, a mix of access and use, greenery and connections.

San Francisco's historic pattern of development, and the city's development controls, demonstrate that streetwall height should be related to street width. This is important both to create an appropriate scale that defines the street without overwhelming it, and to ensure that sun and sky is available to people on the street. This relationship carries over to alleys: if buildings are too high, an alley can become a dark chasm, and a pleasant sense of refuge can turn into a perception of a dangerous place. Because alleys are narrower than streets, appropriate heights along alleys are lower than on streets.

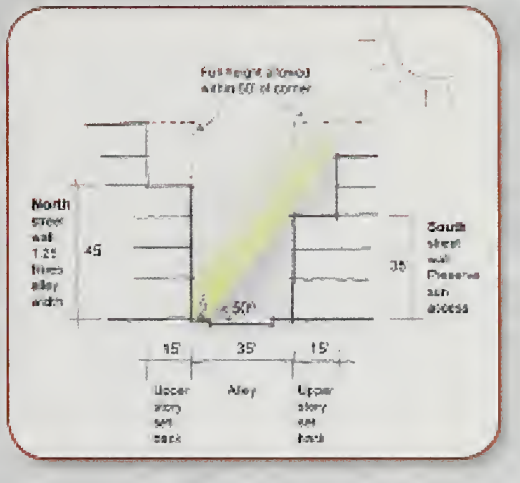
Less quantifiably, successful alley places have a quality of disorder that makes them interesting and attractive places to walk. Whereas streets often benefit from an unbroken streetwall that defines an 'urban room,' alley streetwalls can be more broken up: there can be a mix of residential units, secondary units over garages, small business entries, opportunities for glimpses into yards, walls, greenery, variation in building heights and massing and a fine-grained development pattern.

How can we create quality alley places?

A variety of controls will achieve a quality system of alleys. The following ideas describe a draft proposal for how this could be achieved, using the neighborhoods of the SoMa as an example. Building heights, street widths and sun angles will be different in other neighborhoods; however, the general ideas about sculpting building mass can be applied elsewhere.

1) For alleys in height districts of 85 feet or less, regardless of orientation, streetwall height at the property line should be no greater than about 1.25 times the alley width. Above that height, there should be a stepback of about 15 feet. (For a 35-foot alley, this gives a maximum streetwall height at the property line of 45 feet, rounded up from 43.75 feet.)

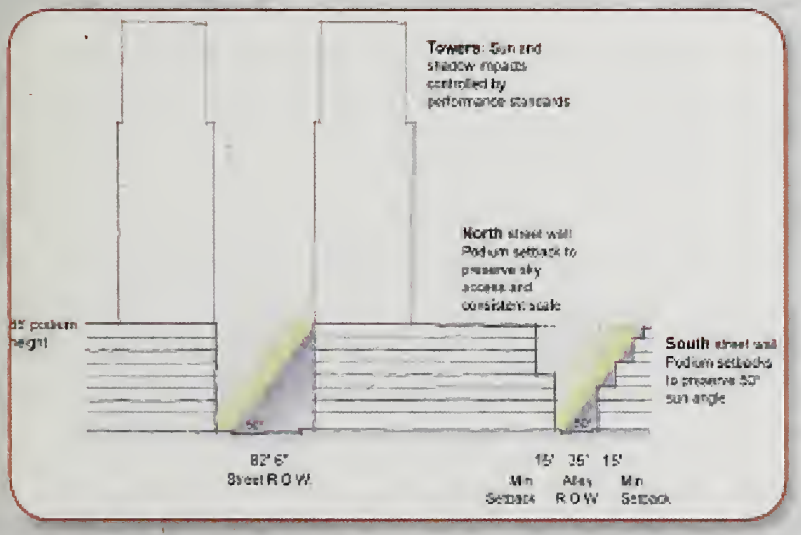
2) Additionally, in east/west alleys in height districts of 85 feet or less, development on the south side of an alley should be further sculpted to retain sunlight on the north sidewalk of the alley, assuming a 5-foot walkway. Above that height, there should be a stepback of no less than 15 feet, and additional stepbacks as necessary to preserve a 50° angle from the curb of the north sidewalk to the building corner. (For a 35-foot alley, this gives a maximum streetwall height at the south property line of 35 feet, rounded down from 36 feet.)



3) At corners where an alley intersects with a street, the streetwall height at both property lines should extend without stepbacks 60 feet back from the street. See image at right.

4) Towers above 85 feet in height should not be subject to the stepback requirements listed above. Instead, towers should be required to meet sun and shadow performance standards to ensure that important streets, alleys and open spaces are not overly in shadow. Additionally, maximum floorplates and minimum tower separations will combine to allow adequate light and air through to streets and other public spaces.

5) Podiums on parcels that also contain towers will be subject to the same sculpting requirements as buildings in height districts of 85 feet or less.



Sculpting controls for SoMa alleys

These figures show sun and sky access controls for alley frontages. Height districts of 85 feet or less are shown at top, and districts with towers are shown immediately above.

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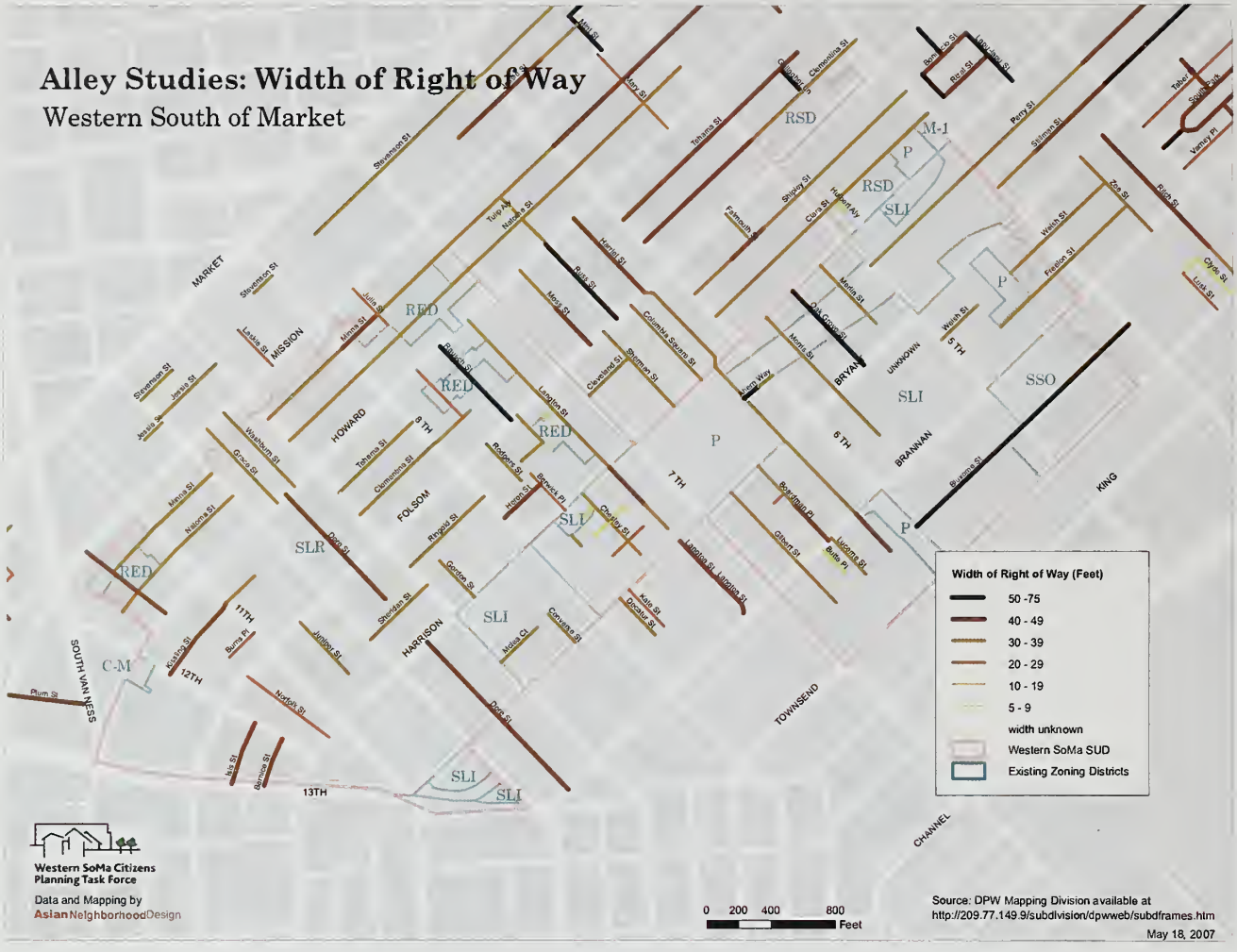


POLICY 5.2.5

Require new development to adhere to a new performance-based ecological evaluation tool to improve the amount and quality of green landscaping.

POLICY 5.2.6

Existing surface parking lots and off-street loading areas should be retrofitted to minimize negative effects on microclimate and stormwater infiltration. The San Francisco Stormwater Master Plan, upon completion, will provide guidance on how best to adhere to these guidelines.

The San Francisco Recycled Water Ordinance (Public Works Code, Article 22) requires certain new development be dual-plumbed to allow for use of recycled water for certain uses such as landscape irrigation. New development in Western SoMa is subject to this ordinance. The new performance based planning tool, also known as the Green Factor, will

require all new development meets a defined standard for on-site water infiltration, and will offer developers substantial flexibility in meeting the standard.

POLICY 5.2.7

The City should explore how to provide strong incentives that would encourage the retrofit of existing parking areas and other paved areas to meet the guidelines in Policy 5.2.6.

POLICY 5.2.8

Enhance the connection between building form and ecological sustainability by promoting use of renewable energy, energy-efficient building envelopes, passive heating and cooling, and sustainable materials.

POLICY 5.2.9

Compliance with strict environmental efficiency standards for new buildings is strongly encouraged.

POLICY 5.2.10

Require the use of open pavers (porous pavement materials) on drives, sidewalks, parking lots and plazas.

OBJECTIVE 5.3

Promote walking, biking and an active urban public realm

POLICY 5.3.1

Respect public view corridors. Of particular interest are the east-west views to the bay or hills, and several views towards the downtown.

WESTERN SoMA
URBAN DESIGN/HEIGHTS ANALYSIS
-HISTORIC RESOURCES

ASIAN NEIGHBORHOOD DESIGN
Community Planning Program

POLICY 5.3.2

Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

POLICY 5.3.3

Require high quality design of street-facing building exteriors.

POLICY 5.3.4

Minimize the visual impact of parking.

IMPLEMENTATION 5.3.4.1

Comply with and update as necessary the Residential Design Guidelines to mitigate the visual impacts of parking.

POLICY 5.3.5

Strengthen the relationship between a building and its fronting sidewalk.

IMPLEMENTATION 5.3.5.1

Require consistent pedestrian oriented transparency in new residential, commercial and mixed use developments.

IMPLEMENTATION 5.3.5.2

Avoid "gated" development design patterns.

POLICY 5.3.6

Strengthen the pedestrian network by extending alleyways to adjacent streets or alleyways wherever possible, or by providing new publicly accessible mid-block rights of way.

IMPLEMENTATION 5.3.6.1

Locate new smaller open spaces in alleys and in pedestrian oriented areas as integrated design elements of new developments.

POLICY 5.3.7

Require that all development in the Western SoMa include all feasible measures to prevent or minimize wind downdrafts and other adverse wind affects on sidewalks and plazas.

POLICY 5.3.8

Require that all development in the Western SoMa include all feasible measures to maximize sunshine on sidewalks and plazas.

WESTERN SOMA
URBAN DESIGN/HEIGHTS ANALYSIS
- CORNERS
- LARGE SITES/PARCEL SCALE
- KEY TRANSIT/Comm Corridors
• Folsom Mid
• 6th, 9th, 10th
MISSION
HOWARD
FOLSOM
HARRISON
BRYANT
BRANNAN
TOWNSEND
P
LEGEND
OPEN SPACE
LOW HEIGHT/DECREASE
RAISED HEIGHT/INCREASE
RAISED (SITE PUD)
LARGE PARCEL
Asian Neighborhood Design
Community Planning Program

WESTERN SOUTH OF MARKET
URBAN DESIGN/HEIGHTS ANALYSIS - 7th St. & 8th St.
Proposed Heights as per
East SoMa Area Plan
MISSION
HOWARD
FOLSOM
HARRISON
BRYANT
BRANNAN
BLUXEMS
TOWNSEND
LEGEND
OPEN SPACE
DECREASE
INCREASE
LARGE SITES (SITE PUD)
Western SoMa Citizens
Planning Task Force
Data and Mapping by
Asian Neighborhood Design
Oct 31, 2007

URBAN DESIGN/BUILDING HEIGHT ANALYSIS

Methodology: The analysis considered existing fabric and scale of the neighborhood to analyze urban design and heights. This approach is not a from-the-skyline-down "urban form" analysis

Existing Height Limits: add/decrease where appropriate

Criteria:

Key Transit / Commercial Corridors (create a case for each)

Folsom Street

Townsend Street

North-South Corridors:

Proximity to key transportation on/off ramps 10th, 9th, 6th Streets

Distance from RED Clusters

Corners on Arterials

Larger Sites / Parcel Scale

Prevailing Building Heights in Residential Clusters

Controls and Limitations

Criteria:

Open Space / Proximity to Park

Street Widths on Alleys - 1:1 ratio

Existing Building Heights

Solar Access-Taller on North Side/Shorter on South Side

Wind Tunnel - Southeasterly Winds

Noise - From Traffic at Freeway ramps

Historic Resource Sites-(adaptive re-use)

Zoning and Existing Land Use patterns

Questions

Where could height allowances decrease bringing heights down to existing scale? Decrease heights in REDs to ensure alley controls are applied/ codified.

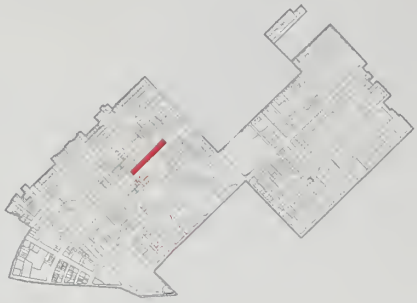
Where could we use set backs and/or bulk controls?

What is the height pattern?

What is the presence of Historical Resources along corridors?

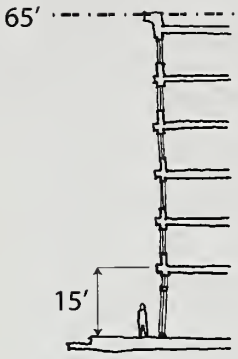
Folsom Street - Setback Scenarios

A. Existing conditions



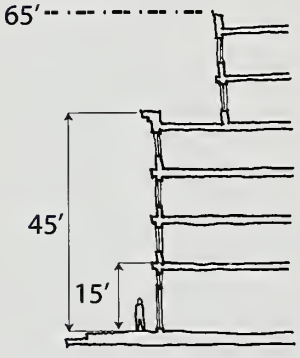
a. Key Map

B. Proposed 65 ft. Building Height - No Setback



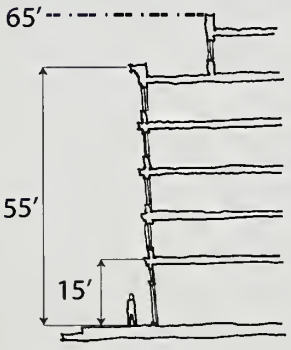
b. Side View

C. Proposed 65 ft. Building Height - Setback at 45 Ft. Ht.



c. Side View

D. Proposed 65 ft. Building Height - Setback at 55 Ft. Ht.



d. Side View

POLICY 5.3.9

Establish and require height limits and upper story setbacks to maintain adequate light and air to sidewalks, parks, plazas and frontages along alleys.

POLICY 5.3.10

Ensure that public amenities such as toilets are incorporated (as appropriate) into neighborhood commercial areas.

OBJECTIVE 5.4

Encourage appropriate new development that is responsive to the existing and built environment

POLICY 5.4.1

On major regional arterial streets, do not permit housing in the first 25 feet on new building heights.

IMPLEMENTATION 5.4.1.1

Develop Design Guidelines for Regional and Neighborhood Streets.

POLICY 5.4.2

On major neighborhood arterial streets, do not permit housing in the first 15 feet of new building heights.

POLICY 5.4.3

Increase prevailing 50-foot heights in the Western SoMa SUD to 55 feet to encourage gracious floor to ceiling heights for ground floor uses.

POLICY 5.4.4

Reduce Residential Enclave and Service, Art, Light Industrial District heights to 40 feet.

SIMPLIFIED MASSING STUDY OF THE PROPOSED HEIGHT LIMITS IN THE WESTERN SOMA DRAFT PLAN – 2008

Preservation

During the past three years, a consultant and preservation planning staff developed "Context Statements" for all of the Eastern Neighborhoods. These Context Statements set geographic boundaries, defined periods of historic significance and established priorities for identification, evaluation, registration and treatment of historic assets.

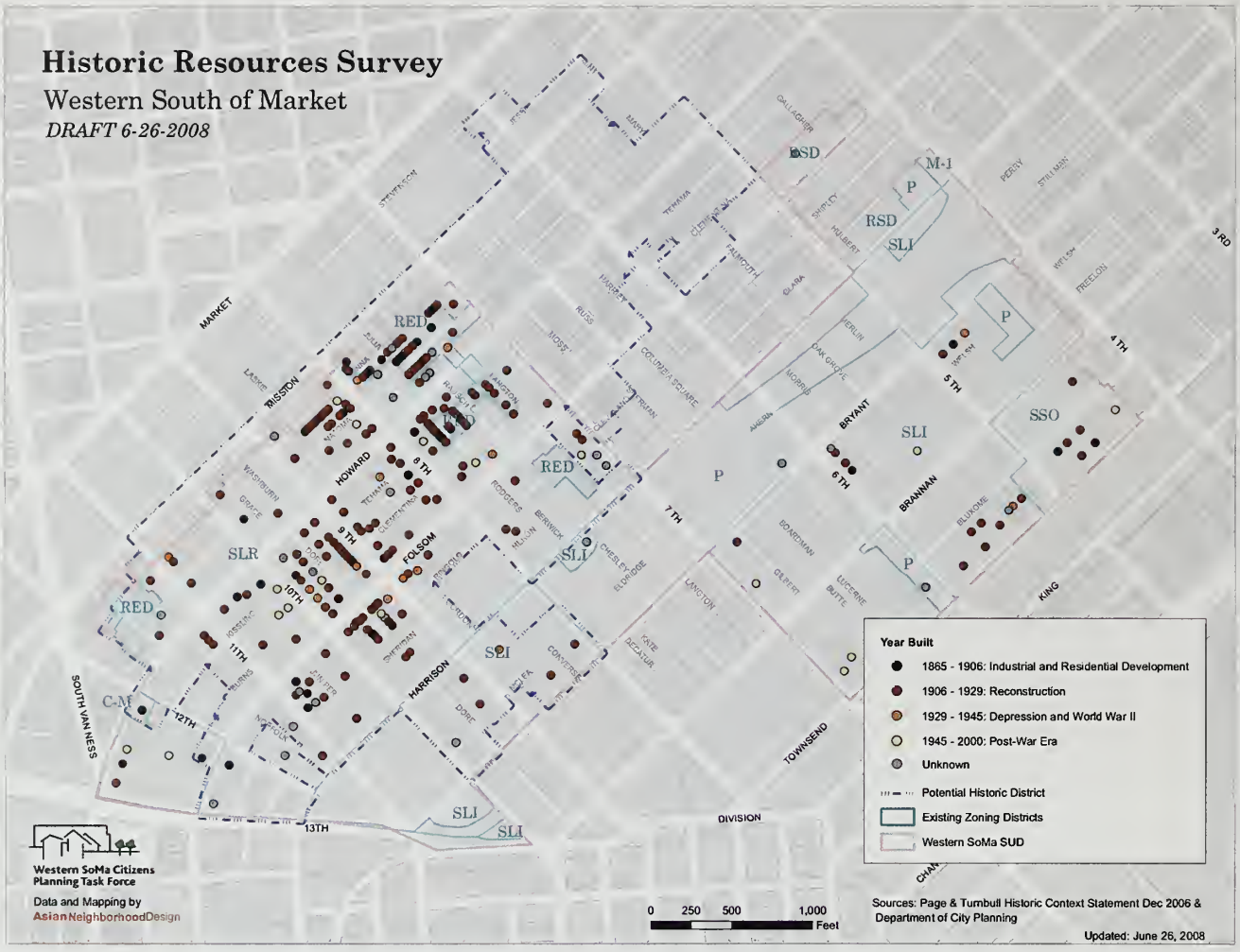
For Western SoMa, the basic geographic framework to focus the analysis was a combination of the existing clusters (or "enclaves") of residential uses and the key transit and commercial mixed-use corridors throughout the area. To the extent that historic resources were identified within that geographic framework, building typologies and cultural preservation studies were used by the Task Force to further evaluate the potential for districts and building adaptive re-use opportunities.

The Western SoMa Task Force prepared a set of neighborhood preservation recommendations that:

- Support historic district and resource designations
- Refine ratings using the National Register categories to identify sites buildings, and areas ready to be rated for adaptive re-use
- Propose new social heritage districts

These historic preservation recommendations are based on two simple goals:

- Identify historic and cultural resources
- Preserve the existing neighborhood historical and cultural resources based on priorities for identification, evaluation, registration and treatment of historic assets



Many streets and alleys within Western SoMa alleys reflect historically significant social and cultural values, custom and traditions carried out since the early 1900s, especially along Folsom Street and Dore Alley where street fairs have taken place since the 1960s. While the prospect of replacing, repairing, restoring or rehabilitating public alleys implies a burden in terms of cost, it also poses the opportunity to plan, design and locate routes in a manner responsive to future community needs and desires. Policies in this part of the Community Plan encourage the use of public alleys for traditional historical events that are part of the social heritage of the neighborhood.

OBJECTIVE 6.1

Identify and evaluate historic and cultural resources

POLICY 6.1.1

Survey, identify and evaluate historic and cultural heritage resources in a manner that is consistent with the context statement prepared for the Western SoMa area.

IMPLEMENTATION 6.1.1.1

Conduct context-based historic resource surveys within the Western SoMa plan area.

IMPLEMENTATION 6.1.1.2

The Planning Department will complete a survey of historic resources in Western SoMa by the end of 2008 and update existing resource evaluations as needed.

IMPLEMENTATION 6.1.1.3

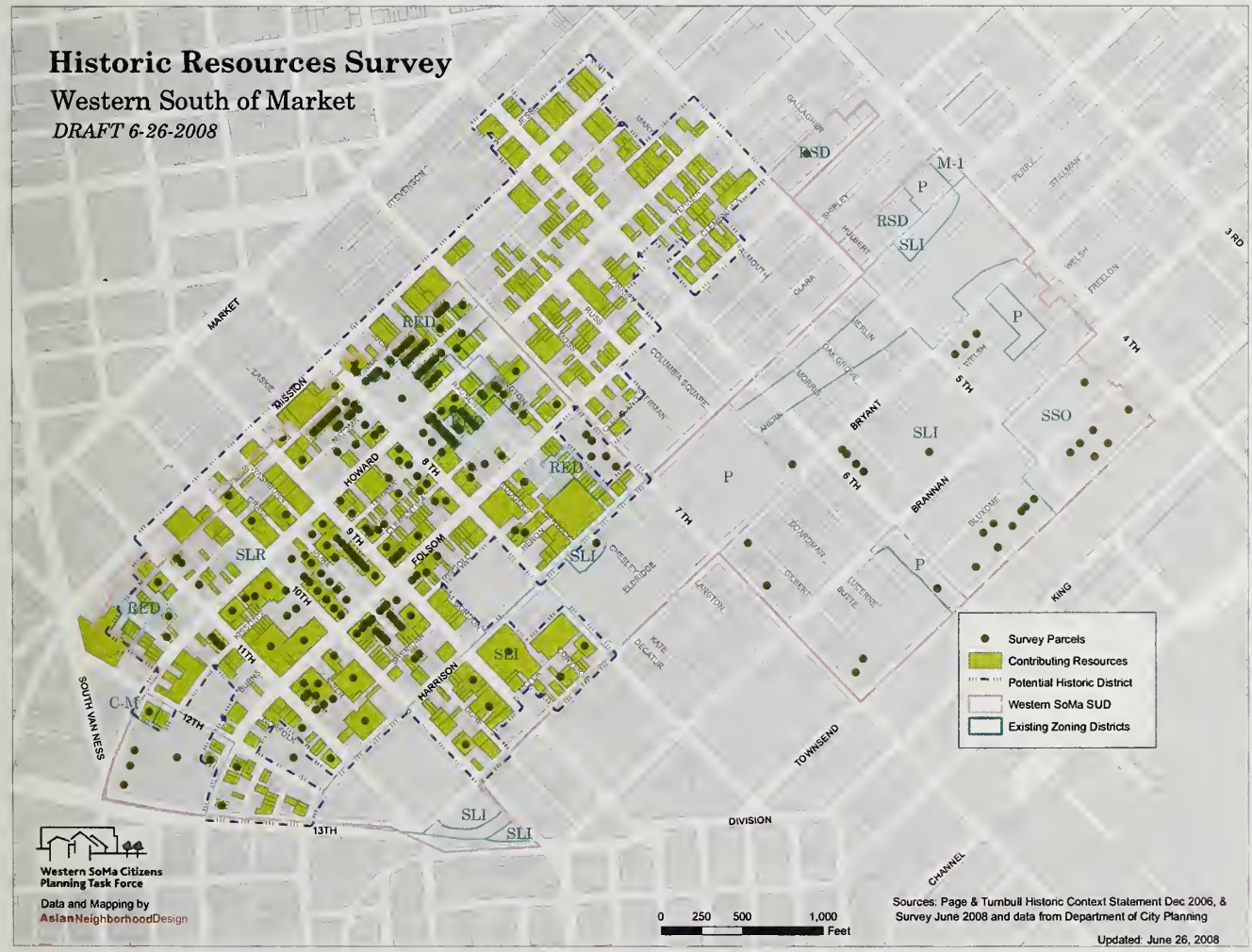
Accept and support grassroots research on historic resource surveys as part of the new surveys.

POLICY 6.1.2

Develop a "social heritage landscape" within Western SoMa.

IMPLEMENTATION 6.1.2.

Revise the Western SoMa Area Plan upon completion of the historic surveys to include official designation of new historic resources and/or districts as part of a "social heritage landscape".



IMPLEMENTATION 6.1.2.2

Revise the Western SoMa Area Plan upon completion of the historic surveys, to include official designation of historic resources and/or districts as appropriate and may also include the adoption of historic design guidelines that are specific to an area or property type.

POLICY 6.1.3

Conduct historic and socio-cultural heritage resource surveys within the Western SoMa, including Secretary of the Interior cultural ratings.

IMPLEMENTATION 6.1.3.1

Adopt, revise and pursue formal designation of historic and cultural resources, as appropriate per the Secretary of the Interior Standards.

IMPLEMENTATION 6.1.3.2

A Planning Department Preservation Technical Specialist will apply the Secretary of the Interior Standards for the Treatment of Historic Properties in conjunction with the preservation policies and objectives of the Western SoMa Plan to minimize the overall impact upon historic or cultural resources.

IMPLEMENTATION 6.1.3.3

Support nominations on the National Register or California Register, as well as nominations for local designation under Article 10 of the Planning Code in conformance with the Landmarks Preservation Advisory Board's annual; work plan and based on results of the historic surveys within the Western SoMa Area.

IMPLEMENTATION 6.1.3.4

The Planning Department will update its Bulletin #16, "City and County of San Francisco Planning Department CEQA Review Procedures for Historic Resources," which outlines the requirements and procedures regarding how a property is evaluated as a potential historic resource and whether proposals are in keeping with current preservation policies.

POLICY 6.1.4

Establish boundaries, designations, and values in all proposed and new preservation districts.

IMPLEMENTATION 6.1.4.1

The Planning Department will recognize the boundaries, values, and designation of new preservation districts proposed by the Western SoMa Community Plan as appropriate.

POLICY 6.1.5

Identify traditional historical events as part of the neighborhood's social heritage.

IMPLEMENTATION 6.1.5.1

Pursue formal designation of cultural events as part of the neighborhood's social heritage.

POLICY 6.1.6

Account history of alleys as an important part of the 'social-cultural heritage" resource

IMPLEMENTATION 6.1.6.1

Work with the Department of Public Works and the community pursuing formal designation of cultural events in alleys as part of the neighborhood's social heritage.

IMPLEMENTATION 6.1.6.2

Work with the Department of Public Works and the community improving alleys as they are an important part of the neighborhood's social heritage.

OBJECTIVE 6.2

Protect historic and cultural resources

POLICY 6.2.1

Protect individually significant historic and cultural resources and historic districts in the Western SoMa Area Plan from demolition or adverse alteration. (EN policy 8.2.1)

IMPLEMENTATION 6.2.1.2.1

The Planning Department will scrutinize all proposals to demolish or significantly alter any historic or cultural resource within the Western SoMa Plan area in an effort to protect the character and quality of historic and cultural resources.

POLICY 6.2.2

Protect individually designated resources and resources that are valuable as a group.

IMPLEMENTATION 6.2.2.1

A Planning Department Preservation Technical Specialist will work with neighborhood planning to carefully evaluate individually designated resources and resources that are valuable as a group as well as to the overall historic character of the area.

IMPLEMENTATION 6.2.2.2

The Planning Department will develop Design Guidelines that provide guidance for the preservation of the Western SoMa area Plan's historic resources and apply standards, as needed to further policies and objectives within Western SoMa Community Plan area.

POLICY 6.2.3

Protect properties associated with events contributing to local history, such as oral history, including events that occur in public streets and alleys.

IMPLEMENTATION 6.2.3.1

The Planning Department will identify historic and cultural resource in accordance with the Secretary of the Interior's Standards, and include properties associated with events contributing to local history, properties associated with the lives of significant persons from the past, properties that embody a distinctive characteristic of a period or method of construction, properties that are representative of the work of a master, and properties that contain artistic values.

POLICY 6.2.4

Protect properties associated with the lives of significant persons from the past.

IMPLEMENTATION 6.2.4.1

The Planning Department will identify historic and cultural resource in accordance with the Secretary of the Interior's Standards, and include properties associated with events contributing to local history, properties associated with the lives of significant persons from the past, properties that embody a distinctive characteristic of a period or method of construction, properties that are representative of the work of a master, and properties that contain artistic values.

IMPLEMENTATION 6.2.4.2

A Planning Department Preservation Technical Specialist will apply the Secretary of the Interior Standards for the Treatment of Historic Properties in conjunction with the preservation policies and objectives of the Western SoMa Plan to minimize the overall impact upon historic or cultural resources.

POLICY 6.2.5

Protect properties that embody a distinctive characteristic of a period or method of construction.

IMPLEMENTATION 6.2.5.1

The Planning Department will identify historic and cultural resource in accordance with the Secretary of the Interior's Standards, and include properties associated with events contributing to local history, properties associated with the lives of significant persons from the past, properties that embody a distinctive characteristic of a period or method of construction, properties that are representative of the work of a master, and properties that contain artistic values.

IMPLEMENTATION 6.2.5.2

A Planning Department Preservation Technical Specialist will apply the Secretary of the Interior Standards for the Treatment of Historic Properties in conjunction with the preservation policies and objectives of the Western SoMa Plan to minimize the overall impact upon historic or cultural resources.

POLICY 6.2.6

Protect properties that are representative of the work of a master.

IMPLEMENTATION 6.2.6.1

The Planning Department will identify historic and cultural resource in accordance with the Secretary of the Interior's Standards, and include properties associated with events contributing to local history, properties associated with the lives of significant persons from the past, properties that embody a distinctive characteristic of a period or method of construction, properties that are representative of the work of a master, and properties that contain artistic values.

IMPLEMENTATION 6.2.6.2

A Planning Department Preservation Technical Specialist will apply the Secretary of the Interior Standards for the Treatment of Historic Properties in conjunction with the preservation policies and objectives of the Western SoMa Plan to minimize the overall impact upon historic or cultural resources.

POLICY 6.2.7

Protect properties that contain artistic values.

IMPLEMENTATION 6.2.7.1

The Planning Department will identify historic and cultural resource in accordance with the Secretary of the Interior's Standards, and include properties associated with events contributing to local history, properties associated with the lives of significant persons from the past, properties that embody a distinctive characteristic of a period or method of construction, properties that are representative of the work of a master, and properties that contain artistic values.

IMPLEMENTATION 6.2.7.2

A Planning Department Preservation Technical Specialist will apply the Secretary of the Interior Standards for the Treatment of Historic Properties in conjunction with the preservation policies and objectives of the Western SoMa Plan to minimize the overall impact upon historic or cultural resources.

POLICY 6.2.8

Protect resources that appear eligible for formal preservation designation.

IMPLEMENTATION 6.2.8.1

A Planning Department Preservation Technical Specialist will apply the Secretary of the Interior Standards for the Treatment of Historic Properties in conjunction with the preservation policies and objectives of the Western SoMa Plan to minimize the overall impact upon historic or cultural resources.

POLICY 6.2.9

Support the current use of public alleys for traditional historic events that are part of the neighborhood's social heritage.

IMPLEMENTATION 6.2.9.1

A Planning Department Preservation Technical Specialist will apply the Secretary of the Interior Standards for the Treatment of Historic Properties in conjunction with the preservation policies and objectives of the Western SoMa Plan to minimize the overall impact upon historic or cultural resources.

OBJECTIVE 6.3

Demonstrate leadership through preservation, rehabilitation, and adaptive re-use

POLICY 6.3.1

Support the retention of "social heritage" values, properties and historic preservation districts within Western SoMa.

IMPLEMENTATION 6.3.1.1

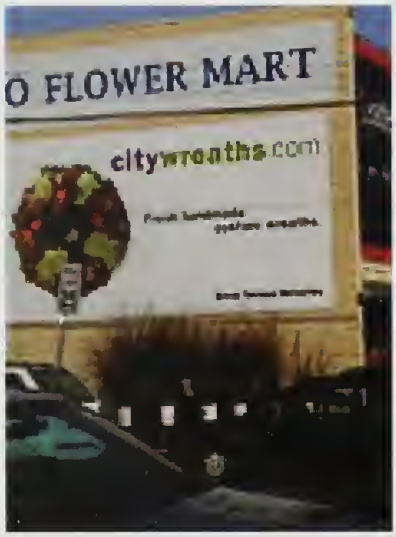
The Planning Department Preservation Technical Specialist will work with neighborhood planning to protect historic resources as well as to the overall historic character of the Western SoMa area.

IMPLEMENTATION 6.3.1.2

The Planning Department Preservation Technical Specialist will develop Design Guidelines to carefully protect historic resources as well as to the overall historic character of the Western SoMa area.

POLICY 6.3.2

Preserve, restore, and rehabilitate social heritage assets with an appropriate re-use that responds to the "adaptive re-use analysis" and "adaptive re-use programs" proposed in the Western SoMa SUD.



IMPLEMENTATION 6.3.2.1

The Planning Department will continue to work with public agencies and the private sector, and will develop legislation and programs for adaptive re-use analysis and program targeting the retention and rehabilitation of historic resources, especially if they support "social-cultural heritage", historic districts, and create jobs in Western SoMa Plan area.

POLICY 6.3.3

Prevent historic resource demolitions, without extending or delaying demolition process already established.

IMPLEMENTATION 6.3.3.1

The Planning Department will scrutinize all proposals to demolish or significantly alter any historic or cultural resource within the Western SoMa Plan area in an effort to protect the character and quality of historic and cultural resources.

IMPLEMENTATION 6.3.3.2

The Planning Department will work with the Department of Building Inspection to ensure demolition process will not be delayed because of the protection of historic or cultural resource within the Western SoMa Plan area.

POLICY 6.3.4

Prevent destruction of historic and cultural resources resulting from owner neglect or inappropriate actions.

IMPLEMENTATION 6.3.4.1

The Planning Department will seek remedies in cases of neglect or impairment of historic or cultural resources through owner action/ inaction within the Western SoMa plan area.

IMPLEMENTATION 6.3.4.2

The Planning Department will actively work with the Department of Building Inspection, in cases of resource deterioration or diminishment due to unapproved owner activity/inactivity, to seek corrective remedies such as restoration, repair, and maintenance, through enforcement, as appropriate.

POLICY 6.3.5

Collect, archive, maintain and protect documents and artifacts that are important to the local built environment and history.

IMPLEMENTATION 6.3.5.1

The Planning Department will evaluate surveys regularly, and will continue collecting, archiving and maintaining all documents, artifacts and materials relevant to local historic in Western SoMa Plan area.

POLICY 6.3.6

Preserve and protect all Native American and other archeological resources.

IMPLEMENTATION 6.3.6.1

Amend the General Plan to support the preservation and protection of Native American and other archeological resources in Western SoMa Plan area.

POLICY 6.3.7

Develop and maintain map and database inventory of known archeological resources.

IMPLEMENTATION 6.3.7.1

Amend the General Plan, Environmental Protection Element to include map and database inventory of known archeological resources.

POLICY 6.3.8

Incorporate preservation goals and policies into land use decision-making process.

IMPLEMENTATION 6.3.8.1

The Planning Department will support zoning controls that encourage the protection of historic and cultural resources within the Western SoMa plan area.

POLICY 6.3.9

Establish specific design guidelines to follow in all of the proposed historic preservation districts for Western SoMa.

IMPLEMENTATION 6.3.9.1

The Planning Department will develop design guidelines that provide guidance for the protection, restoration, rehabilitation and preservation of the Western SoMa Area Plan's historic resources. The Design Guidelines will provide specific examples and case studies as guidance for appropriate historic rehabilitation in order to prevent adverse alteration.

POLICY 6.3.10

Establish the recommended Art Deco and Light Industrial and Housing historic preservation districts recommended in the 2006 South of Market "Context Statement."

IMPLEMENTATION 6.3.10.1

The Planning Department will strongly support grassroots' research on historic resource surveys, the identification, and formal designation of new districts and protect historic resources as well as to the overall historic character of the Western SoMa Plan area.

IMPLEMENTATION 6.3.10.2

The Planning Department Preservation Technical Specialist will work with neighborhood planning to carefully protect historic resources as well as to the overall historic character of the Western SoMa Plan area.

IMPLEMENTATION 6.3.10.3

The Planning Department will revise the Western SoMa Area Plan upon completion of the historic surveys to include official designation of new historic resources and/or districts as part of a" social heritage landscape".

IMPLEMENTATION 6.3.10.4

The Planning Department and the Landmarks Preservation Advisory Board will continue to seek public participation in the development of an annual work plan for future preservation planning efforts and Article 10 designations.

OBJECTIVE 6.4

Ensure that land use changes respect historical neighborhood character

POLICY 6.4.1

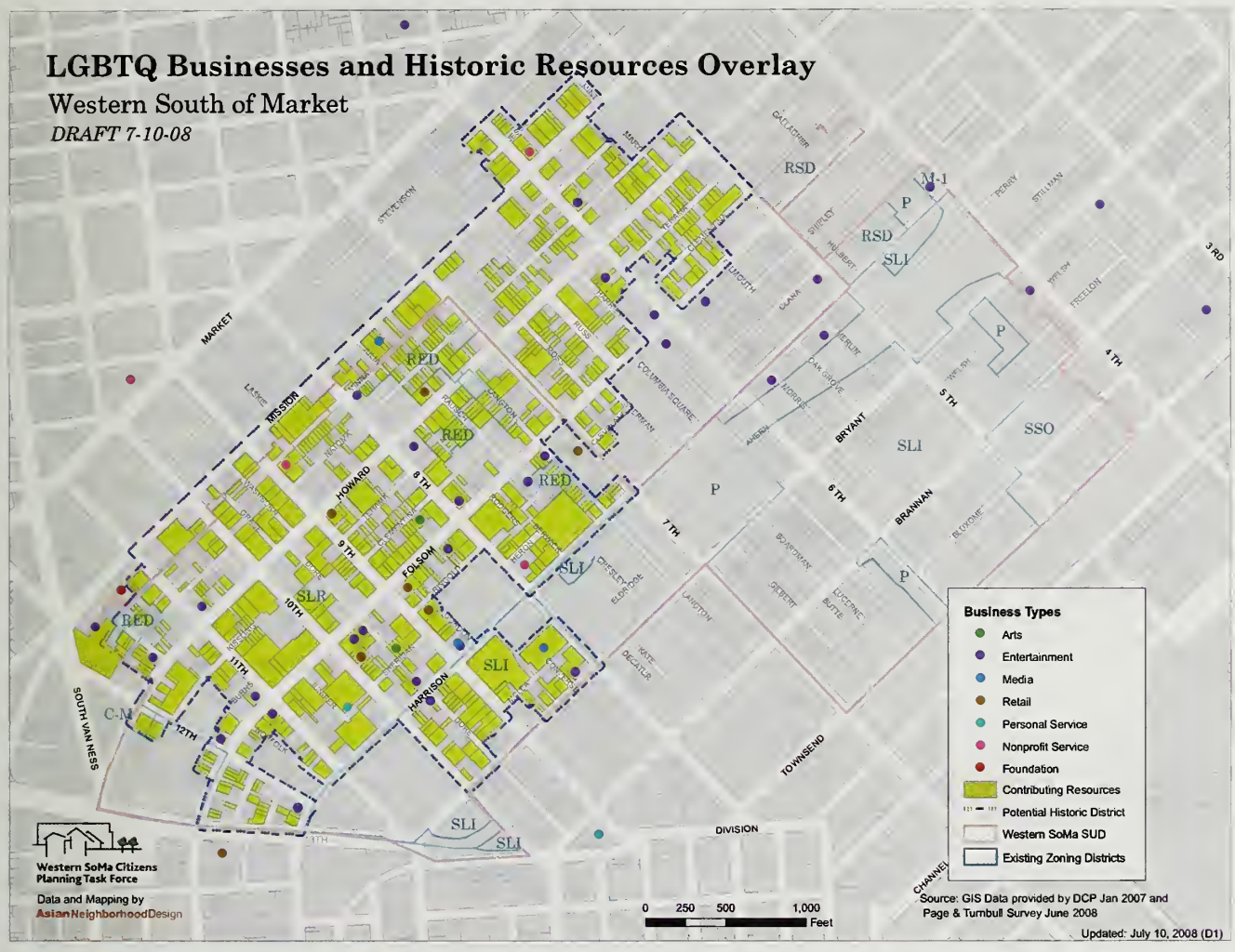
Apply national standards for the treatment of historic resources to Filipino, LGTBQ resources and to restoration, rehabilitation, and preservation in Western SoMa adaptive re-use projects.

IMPLEMENTATION 6.4.1.1

The Planning Department will revise the Western SoMa Area Plan upon completion of the historic surveys to include official designation of new historic resources and/or districts as part of a" social heritage landscape".

IMPLEMENTATION 6.4.1.2

The Planning Department will support adaptive re-use projects that aim to preserve the "social heritage landscape" of Western SoMa, especially in restoration, rehabilitation, and preservation of historic resources.



POLICY 6.4.2

Recognize the social and cultural heritage values and properties of the LGBTQ District, already acknowledged and documented by its own community and local history.

There is significant documentation recognizing sexually based historic resources that have made a significant contribution to the broad patterns of the history of our country as well as the history of San Francisco. A distinctive gay population began to gather in SoMa in the late 1940s. The group was referred to as "leather." Western SoMa Task Force research includes documentation of known LGBTQ assets. Folsom street for example became the spine of many "leather" bars. One of the memoirs is the Folsom Street Fair, which began in 1984 and today is the largest leather event in the world.

IMPLEMENTATION 6.4.2.1

The Planning Department will revise the Western SoMa Area Plan upon completion of the historic surveys to include official designation

of new historic resources and/or districts as part of a" social heritage landscape".

IMPLEMENTATION 6.4.2.2

The Planning Department will support adaptive re-use projects that aim to preserve the "social heritage landscape" of Western SoMa, especially in restoration, rehabilitation, and preservation of historic resources.

IMPLEMENTATION 6.4.2.3

Encourage DPW to develop "cultural landscapes," using elements such as maps to locate important cultural, social centers in the plan area; plaques indicating historic sites; and signage to indicate the neighborhood as Western SoMa, using local artists and community organizations to develop community identity signs that support local history.

POLICY 6.4.3

Recognize the social and cultural heritage values and properties of the Filipino District, already acknowledged and documented by its own community and local history.

Philippine Cultural Preservation District

Philippine District

There is an an-gaing prapasal ta designate and dedare a Philippine Cultural Preservatian District, **Philippine District** far shart, in San Francisca. It is an eight by six blacked area an the western regian af Sauth af Market; baunded by 9th Street ta 2nd Street and fram Market Street ta Brannan Street.

The **Philippine District** is the heart and nerve center af Filipina cammunity San Francisca; it highlights the vibrant Filipina cammunity and lang-standing cultural institutians in the Sauth af Market neighbarhaad.

As in the Philippines, Filipina cammunity in San Francisca revalves araund a central plaza that functians as a cammunity space af inter-villages and multi-generatianal activities such as cultural events, trade and cammerce, political, social and religiaus activities. It is alsa where peaple came far basic health, social, educatianal and gavernment services. It is a pivatal place far persanal, family and cammunity replenishment and enrichment.

The **Philippine District** is in the midst af majar urban renewal and develapment in Sauth af Market, Mid-Market, Transbay, Rincan Hill in dawntawn San Francisca. It has many impartant histarical and cultural assets that need ta be preserved, develaped, reclaimed and enhanced far taday and future generatians.

The **Philippine District Walking Taur** seeks ta highlight and pramate the significance af the histarical and cultural spaces ta the Filipina and San Francisca cammunity.

❶**Bayanihan Community Center** at the Bayanihan Hause at 1010 Missian Street.It is ane af the saan-ta-apen carnerstanes af the Philippine District. The Center includes a multi-use cammunity raam, a cammunity technalagy center, a veterans and seniar center, a craft and baak stare and a restaurant. The Bayanihan Community Center is a praject af the Filipina American Develapment Faundatian.

❷ **San Francisca Cultural Center.** Located an the fifth flaar af the saan-ta-apen warld class Westfield Blaamingdale Shapping Center an Market and Missian, SFFCC will shawcase and exhibit the best af Filipina American and Philippine arts, trade and culture.

❸**Bindlestiff Theater,** renawned as the epicenter af Filipina American perfarming arts in the Bay Area, will have a bigger and better theater space at the Plaza Hatel Housing an the carner af Sixth and Haward. The Bindlestiff is tempararily haused at 505 Natama Street far their cantinuas programming.

❹ **Filipina Educatian Center** at 824 Harrisan Street has been an educatianal institutian far newcamers and bilingual students since the 1970s. Since the merging af FEC K-5 ta Bessie Carmichael Schaal in 2001, the Harrisan site has haused the Galing-Bata After-Schaal Pragram.

❺ **Victaria Manala Draves Park.** An apen space recreatianal park in the ald site af the Bessie Carmichael Schaal. The ane-block lacatian an Falsam and Harrisan Street was originally the Calumbia Square Park befare the schaal was built. The SaMa and Filipina cammunity are spearheading the naming af the Park after the 1948 Twa time gald medalist Victaria Manala, a SaMa native.

❻ **SaMa Cultural Center-** a 30,000-square-faat warehause arts facility that SamArts aperates under contract ta The San Francisca Art Cammissian.

❼ **Mint Mall and Hall** - a Filipina awned praperty camprised af 135 residential units and 25 cammerical suites, including the papular Arkipelaga Baak Stare, affices af the three Filipina Centers Callabarative and Paral Lantern Festival

❽ **San Lorenza Ruiz Center**—a seniar housing facility located an the square where streets are named after Philippine natianal heraes.

❾**West Bay Pilipina Multi-service Center,** (alsa SaMa Teen Center and Ed dela Cruz Apartment, an 7th and Natama St.,) is ane af aldest cammunity service agencies in the City that caters ta Filipina children, yauth and their families.

Other Important places in the Philippine District

10 **St. Patrick's Church** (756 Missian St)
11**Yerba Buena Gardens**(bet.3rd & 4th)
12 **Gran Oriente Filipina** (Sauth Park)
13 **SaMa Health Center** (551 Minna St.)
14 **Bessie Carmichael Schaal** (7th St.)
15 **Trinity Plaza**

Alsa include
16 **Historic Manila**tawn (Kearny St))
17 Dewey tawer at unian Square
18 The Presidia

The South of Market Project Area Committee (SOMPAC) has published a number of documents that contribute to recognizing a Filipino based district in South of Market. The Filipino American Foundation has identified more than 25 historic sites, buildings, and objects, and also proposed boundaries to establish a Filipino social heritage district.

The proposed Filipino district highlights the long–standing cultural institutions in the neighborhood as they have served as places of worship, for community services, for arts expression, and as sites for cultural activities and events in the same manner a plaza would function in the Philippines. The district includes several sites that host folkloric events, and streets named after Philippine national heroes.

IMPLEMENTATION 6.4.3.1

The Planning Department will revise the Western SoMa Area Plan upon completion of the historic surveys to include official designation of new historic resources and/or districts as part of a "social heritage landscape."

IMPLEMENTATION 6.4.3.2

The Planning Department will support adaptive re-use projects that aim to preserve the "social heritage landscape" of Western SoMa, especially in restoration, rehabilitation, and preservation of historic resources.

IMPLEMENTATION 6.4.3.3

The Planning Department will encourage DPW to develop "cultural landscapes," using elements such as maps locating important cultural, social centers in the plan area; plaques indicating historic sites; and signage to indicate the neighborhood as Western SoMa, using local artists and community organizations to develop community identity signs that support local history.

POLICY 6.4.4

Protect the "social heritage" values, properties and historic preservation districts within Western SoMa.

IMPLEMENTATION 6.4.4.1

The Planning Department will revise the Western SoMa Area Plan upon completion of the historic surveys to include official designation of new historic resources and/or districts as part of a" social heritage landscape".

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OBJECTIVE 6.5

Provide preservation incentives and guidance

POLICY 6.5.1

Encourage historic preservation through development of financial incentive programs.

IMPLEMENTATION 6.5.1.1

The Planning Department will promote awareness and support the use of preservation incentives and will provide this information to the public through the planning website, the development of educational materials, the development of preservation and rehabilitation plans, and technical assistance during the application.

IMPLEMENTATION 6.5.1.2

Continue to work with public agencies and the private sector, and will develop legislation and programs for projects that retain and rehabilitate historic resources in Western SoMa.

IMPLEMENTATION 6.5.1.3

Work collaboratively with, and provide technical expertise to the School District, the Recreation and Parks Department, the Redevelopment Agency, and other agencies as needed, to identify, maintain and rehabilitate the publicly owned historic and cultural resources in the Western SoMa Plan area.

POLICY 6.5.2

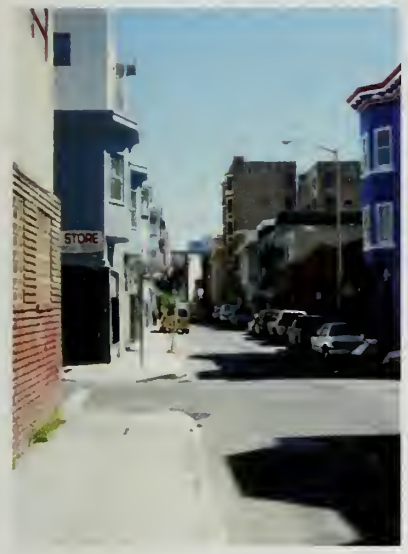
Encourage the use of grants for preservation, restoration, rehabilitation and adaptive re-use.

IMPLEMENTATION 6.5.2.1

Promote awareness and support the use of preservation incentives and will provide this information to the public through the planning website, the development of educational materials, the development of preservation and rehabilitation plans and technical assistance during the application.

POLICY 6.5.3

Educate decision makers about economic benefits of preservation, restoration, rehabilitation and adaptive re-use.



IMPLEMENTATION 6.5.3.1

Develop outreach programs, literature, and internet tools such as the development of a preservation website, the creation of maps of historic districts and land marked building, and attend pubic meetings in order to foster better understanding of the historic and architectural importance of the plan area.

POLICY 6.5.4

Encourage historic preservation through adaptive re-use analysis and programs in Western SoMa.

IMPLEMENTATION 6.5.4.1

Promote awareness and support adaptive re-use analysis and programs in Western SoMa .and will provide this information to the public through the planning website, the development of educational materials, the development of preservation and rehabilitation plans, and technical assistance during the application.

POLICY 6.5.5

Follow up recommendations on adaptive re-use for a more sustainable neighborhood.

IMPLEMENTATION 6.5.5.1

Continue to evaluate means of encouraging retention and rehabilitation of historic and cultural resources as an option for increased sustainability and consistency with the goals and objectives of the Sustainability Plan for the City and County of San Francisco and mandating green building strategies.

POLICY 6.5.6

Develop and maintain a locally accountable monitoring mechanism.

IMPLEMENTATION 6.5.6.1

Work with the community, the public and private sector to develop and maintaining locally accountable monitoring mechanism of the plan

OBJECTIVE 6.6

Provide public information, awareness and education about resources

POLICY 6.6.1

Disseminate information about the availability of financial incentives for qualifying historic preservation projects.

IMPLEMENTATION 6.6.1.1

Promote awareness and support the use of preservation incentives and will provide this information to the public through the planning website, the development of educational materials, the development of preservation and rehabilitation plans, and technical assistance during the application process.

POLICY 6.6.2

Promote awareness about historic, cultural and social heritage resources.

IMPLEMENTATION 6.6.2.1

Work with the Recreation and Parks Department and community groups providing information to the public through the planning website, the development of educational materials, and technical assistance.

POLICY 6.6.3

Encourage public participation in identification of potential resources.

IMPLEMENTATION 6.6.3.1

Develop an outreach program, literature, and internet tools such as continuing the development of a Western SoMa website where an area is dedicated to post maps of historic districts, landmark buildings, and public meetings to better understand historic and cultural issues in the Plan.

POLICY 6.6.4

Encourage activities that foster awareness and education on historic preservation issues.

IMPLEMENTATION 6.6.4.1

Work with the Department of Public Works to place signs, plaques and markers to aid the identification of cultural and historic resources.

IMPLEMENTATION 6.6.4.2

Seek public participation in the development of an annual work plan for future preservation planning efforts and Article 10 designations.

POLICY 6.6.5

Provide a specific plan for reevaluation of resources and methodologies for updating surveys.

IMPLEMENTATION 6.6.5.1

Develop a plan to develop a program for resource reevaluation and methodologies for updating surveys.

POLICY 6.6.6

Ensure a more efficient and transparent evaluation of project proposals which involve historic resources and minimize impacts to historic resources per CEQA guidelines.

IMPLEMENTATION 6.6.6.1

Update its Bulletin #16, "City and County of San Francisco Planning Department CEQA Review Procedures for Historic Resources," which outlines the requirements and procedures regarding how a property is evaluated as a potential historic resource and whether proposals are in keeping with current preservation policies.

Maintaining and rehabilitating older buildings and other traditional historic and cultural resources in neighborhoods saves energy, time, money, and materials in the long term. It is the policy of San Francisco to promote resource conservation, rehabilitation of the built environment, and adaptive re-use of cultural resources using an environmentally sensitive "green building standards" approach to development, including resource-efficient design principles both in rehabilitation and deconstruction projects. The salvage and re-use of construction and demolition materials that retain structural integrity as part of new construction and rehabilitation projects promotes the principles of green building standards and achieves sustainability.

OBJECTIVE 6.7

Promote principles of sustainability using "green" strategies on preservation

POLICY 6.7.1

Encourage the use of recycled materials in all new restoration, preservation, adaptive re-use and rehabilitation development in Western SoMa.

IMPLEMENTATION 6.7.1.1

Work with the Department of the Environment supporting the Sustainability Plan for the City and County of San Francisco.

POLICY 6.7.2

Promote sustainability of historic resources in the plan area consistent with the goals and objectives of the Sustainability Plan for the City and County of San Francisco.

IMPLEMENTATION 6.7.2.1

Work with the Department of the Environment supporting the Sustainability Plan for the City and County of San Francisco.

POLICY 6.7.3

Use approved healthy methodologies in the recycled materials, restoration, and preservation in adaptive re-use and rehabilitation projects.

IMPLEMENTATION 6.7.3.1

Work with the Department of the Environment supporting the Sustainability Plan for the City and County of San Francisco.

OBJECTIVE 6.8

Formulate an explicit Adaptive Re-use Program

The fundamental objective of the adaptive re-use study undertaken by the consultants working with the Task Force is to inform the land use recommendations and promote development of preservation sensitive design controls for Western SoMa. A detailed analysis up front, in the neighborhood plan, allows the Western SoMa community to take a proactive approach to the issues of sensitive preservation and adaptive re-use potential for historic resources rather than simply reacting to random market-driven proposals.

POLICY 6.8.1

Build on completed Historic Context Statement for South of Market, fine tuning a range of building typologies.

IMPLEMENTATION 6.8.1.1

Support the refinement of a range of building typologies included in the adaptive re-use study undertaken by the consultants working with the Task Force, in order to inform the land use recommendations.

IMPLEMENTATION 6.8.1.2

Promote awareness and support adaptive re-use analysis and programs in Western SoMa and provide this information to the public through the planning website, the development of educational materials, the development of preservation and rehabilitation plans, and technical assistance during the application.

POLICY 6.8.2

Research and apply "best practices" for potential re-use opportunities and constraints applicable to those various building typologies.

IMPLEMENTATION 6.8.2.1

Support the continuation of re-use opportunities research included in the adaptive re-use study undertaken by the consultants working with the Task Force is to inform the land use recommendations.

POLICY 6.8.3

Explore potential zoning tools that can be incorporated into the Western SoMa Plan that make operational the lessons learned from this study for development and adaptive re-use that is sensitive to historic resources.

IMPLEMENTATION 6.8.3.1

Amend the Planning Code to support zoning controls that would support adaptive re-use sensitive to sustainability and to the preservation of historic and cultural resources.

POLICY 6.8.4

Create a set of design and rehab guidelines for historic structures in the Western SoMa area.

IMPLEMENTATION 6.8.4.1

Develop standards that provide guidance for the preservation of the Western SoMa area Plan's historic resources and apply standards, as needed to further policies and objectives within Western SoMa Community Plan area. These guidelines will include samples and recommendations for protection, preservation, restoration, rehabilitation and adaptive re-use in Western SoMa Plan area.

POLICY 6.8.5

Prepare historic resources for natural disasters.

IMPLEMENTATION 6.8.5.1

Work with the Department of Building Inspection and the Department of Emergency Services to develop programs to abate hazards posed by existing buildings and structures, while preserving resources and their character-defining features.

POLICY 6.8.6

Preserve resources so they could survive future earthquakes.

IMPLEMENTATION 6.8.6.1

Work with the Department of Building Inspection and the Department of Emergency Services to develop programs to abate hazards posed by existing buildings and structures, while preserving resources and their character-defining features.

POLICY 6.8.7

Ensure historic resources are protected after a disaster.

IMPLEMENTATION 6.8.7.1

Work to ensure that where appropriate the State Historic Building Code is applied.

Open Space

The Task Force, through the guidance and assistance of consultants and planning staff, evaluated opportunities for much needed recreation and open space in Western SoMa. In addition, the Department of Public Health offered a set of quantifiable parameters that helped establish targets and limits for the optimum location of new open spaces, and the environmental quality of such spaces.

Western SoMa has access to large spaces for recreation, such as the waterfront and Yerba Buena Gardens, but lacks a web of street connectors that lead to those large spaces, and is also missing small neighborhood parks adequate to serve the extremely diverse community of Western SoMa.

The needs of the neighborhood as well as its unique characteristics set new standards for creating and/or improving open space in the public realm, and for encouraging innovative open spaces within new large private development, so that they become spaces that are more ecological and sustainable as well.

The Open Space section of the Community Plan emphasizes the following:

- Identify new park sites based on public health and environmental recommendations and specific needs and conditions of the neighborhood
- Prioritize the public realm improvements
- Enhance community diversity and pedestrian accessibility, safety, pedestrian connections to transit and improved streetscapes
- Maintain and develop enhanced at grade yard patterns
- Promoting new sustainable and ecological open space, encouraging innovative ways to provide publicly accessible open space, including public open space in private parcels, public gardens, and public roofs
- Measure the impact of development in the neighborhood and make development accountable for paying for public benefits

This section of the plan pursues the best suitable parameters to site a park and to support the community efforts eliminating inappropriate sites. This section also seeks to promote interagency coordinated work in the creation of new open spaces, such as implementing the standards and recommendations for pollution mitigation measurements of the Department of Building Inspection and Department of Public Heath.

As applied by the San Francisco Recreation and Park Department, the San Francisco Sustainability Plan defines the need for open space capacity at 5.5 acres per 1,000 residents. As applied by the San Francisco Department of Public Health in its Healthy Development Measurement Tool, the National Parks and Recreation Association defines the need for open space capacity as 10 acres per 1,000 residents. Irrespective of which standard is applied, Western SoMa fares worse than the rest of the City with respect to open space or parks capacity.

Currently, the City has about 5.5 acres of open space per 1,000 residents. However, this ratio is much less in Western SoMa, where there are only 0.23 acres of public parks and 8,363 residents. While significant open spaces exist in close proximity to Western SoMa, such as at Victoria Manolo Draves Park and at Civic Center Plaza, the ratio of 0.027 acres per 1,000 residents clearly conveys the need for more park space in Western SoMa. Therefore, the need for developing new recreational open space in Western SoMa is an imperative for existing and future neighborhood residents, workers and visitors.

OBJECTIVE 7.1

Identify new park site opportunties

POLICY 7.1.1

Identify opportunities to create new public parks, recreation facilities and open spaces and provide at least one new public park or open space serving Western SoMa.

IMPLEMENTATION 7.1.1.1

Identify and pursue funding sources for park site/public site acquisition and maintenance.

IMPLEMENTATION 7.1.1.2

Create at least one quarter acre park as per Recreation & Parks Department's acquisition guidelines.

IMPLEMENTATION 7.1.1.3

Develop and preserve indoor neighborhood serving recreational facilities.

IMPLEMENTATION 7.1.1.4

Coordinate identification, acquisition and programming of new parks with the Mayors Task Force for Open Space 2100.

POLICY 7.1.2

Develop an active funding system to support the maintenance and acquisition of park land for the neighborhood.

POLICY 7.1.3

Require Western SoMa developments on sites of one half acre or more to provide new areas for recreation, parks and open spaces.

IMPLEMENTATION 7.1.3.1

Require new residential and mixed-use residential and commercial development to provide on-site private open space designed to meet the needs of resident, visitors and /or pay development impact fees to provide open space within the neighborhood.

IMPLEMENTATION 7.1.3.2

Efficiently and creatively use existing facilities such as school playgrounds on weekends and select holidays. The Mayor's Office and the San Francisco Unified School District have recently begun a pilot program to open one school playground in each supervisorial district for use on weekends and select holidays. This program better utilizes our existing resources and the city should continue to work with the School District to expand this program and to allow additional recreational resources for the neighborhood.

IMPLEMENTATION 7.1.3.3

Assess a fee on residential and commercial development applied towards the provision of public open space.

IMPLEMENTATION 7.1.3.4

Newly-created publicly-accessible open spaces should be privately maintained in perpetuity and open to the public during daylight hours.

POLICY 7.1.4

New development should not result in a net loss of open space.

POLICY 7.1.5

Require the replacement of open space used in the course of development at a minimum of 1:1 replacement ratio.

IMPLEMENTATION 7.1.5.1

Amend the Planning Code demolition, use change limitations and replacements to require one to one replacement of open spaces.

POLICY 7.1.6

Development projects on large development sites of one (1) acre or more should provide publicly accessible community spaces or provide publicly accessible open spaces.

POLICY 7.1.7

Prohibit counting parking garages, streets and buildings in meeting neighborhood open space needs.

IMPLEMENTATION 7.1.7.1

Amend the Planning Code to eliminate the possibility of including parking garages, streets and buildings in open space requirement calculations.

OBJECTIVE 7.2

Work in coordination with other public agencies to ensure that local park, open space, and recreation needs in Western SoMa are met by new development.

POLICY 7.2.1

Integrate open space policies with all other planning efforts.

IMPLEMENTATION 7.2.1.1

Work with all public agencies coordinating efforts when new or existing open spaces are affected by development in the city.

- *Work with Department of Public Health to monitor health standards in extant and in a new open space for the neighborhood.*
- *Work with the Recreation and Parks Department to coordinate all exiting and new recreational programs in the neighborhood.*

- *Work with community organizations and schools to coordinate the use of open space to be always accessible, safe, diverse, healthy and sustainable.*

IMPLEMENTATION 7.2.1.2

Coordinate all agency work with the Western SoMa Citizens Planning Task Force.

POLICY 7.2.2

Integrate consistent open space-related policies throughout city and regional agencies.

IMPLEMENTATION 7.2.2.1

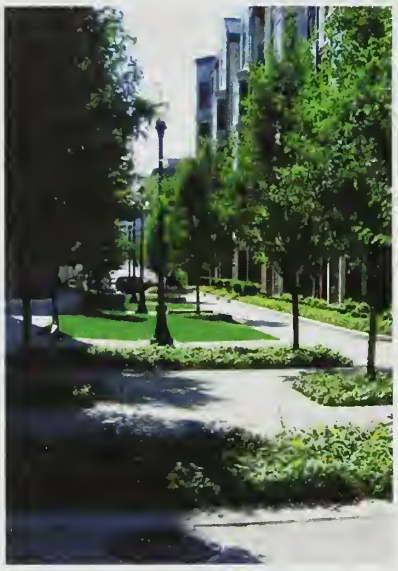
Review all open space development with regional policies aiming to a more sustainable Bay Area

POLICY 7.2.3

Continue working with the Department of Public Works Great Streets and South of Market Alley Improvements Programs for new development contributions to design and improved streets following standards that are inclusive, especially improvements that equally support the use of spaces by persons with disabilities, children and the elderly.

IMPLEMENTATION 7.2.3.1

Work with Department of Public Works Great Streets and South of Market Alley Improvements Programs for new development contributions to design and improved streets



POLICY 7.2.4

Continue working with the Department of Public Works Great Streets and South of Market Alley Improvements Programs so new development can contribute to planting new trees, coordinate with urban forestry for planting and maintaining urban trees.

IMPLEMENTATION 7.2.4.1

Work with urban Forestry and Department of Public Works, coordinating planting and maintaining street trees, encouraging the use of permeable pavement and storm water projects as part of new development.

POLICY 7.2.5

Require development projects to contribute to parks and open space directly by creating publicly accessible open space on the site of a project, or by contributing funding for parks and open space such that Western SoMa achieve a standard of 10 acres of open space per 1,000 residents in the Western SoMa SUD.

IMPLEMENTATION 7.2.5.1

Preserve existing recreational uses in buildings and building that can house potential recreational uses.

IMPLEMENTATION 7.2.5.2

Create an Open Space fund for Western SoMa that would regulate location alternatives for new open space, whether proposed by private or public developers.

PRIORITIZE PUBLIC REALM IMPROVEMENTS

This section recommends policies that take advantage of unique characteristic of the neighborhood and promotes policies that improve and enhance alleys, sidewalks, stoops, corners, interior patios by implementing the Great Streets and SoMa Alley Improvement Programs, encouraging a safe and accessible public realm use. This section also promotes the generation of new high quality public amenities such as new trees, street furniture, neighborhood youth centers, public restrooms and promoting a set of "green livable streets" connections with better conditions for pedestrians, bicyclists, train and bus users, such as widened sidewalks, planted medians, and bulb-outs.

Western SoMa alleys break up the scale of large blocks and parcels and offer pedestrians and bicyclists an escape from the busy arterials that pass through the neighborhood. Although the neighborhood alleys consist of

a mix of uses, they provide excellent housing conditions due to livability factors including an easy to walk human scale environment and a vibrant public realm. In order to use streets, furniture also plays a key role. The Department of Public Works regulates street furniture and street trees in San Francisco. Trees and the presence of green are essential in making streets not only safe, but also healthier and capable of improving the physical environment and quality of life.

OBJECTIVE 7.3

Improve the neighborhood's public realm conditions

POLICY 7.3.1

Develop an accessible pedestrian network, providing safe, efficient and pleasant pedestrian circulation in Western SoMa.

IMPLEMENTATION 7.3.1.1

Amend the Planning Code to require the implementation of the performance-based evaluation tool.

POLICY 7.3.2

Redesign underutilized portions of streets as public open spaces, including widened sidewalks or medians, curb bulb-outs, "living streets" or green connector streets.

IMPLEMENTATION 7.3.2.1

Apply the "green living streets" term and concept from Market Octavia to address the beautification and improvement of the Western SoMa public realm.

POLICY 7.3.3

Develop a comprehensive public realm plan for the plan area that reflects the differing needs of streets based upon their predominant land use, role in the transportation network, and building scale.

IMPLEMENTATION 7.3.3.1

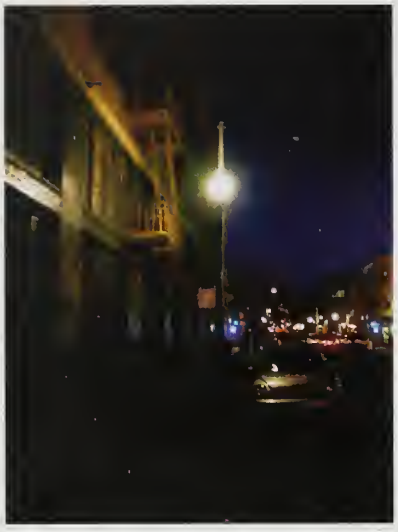
Apply a "public realm" concept similar to the one used in Rincon Hill Plan to address a comprehensive plan for the Western SoMa public realm.

POLICY 7.3.4

Require new development to improve adjacent street frontages, employing established street design standards.

IMPLEMENTATION 7.3.4.1

Review all major projects against "street design guidelines" prior to project approval.



POLICY 7.3.5

Promote adequate access and safety in all areas of the public realm.

IMPLEMENTATION 7.3.5.1

Create and amend the Planning Code to include Development Design Controls for the area.

POLICY 7.3.6

Promote street traffic calming methods to assure greater pedestrian safety.

IMPLEMENTATION 7.3.6.1

Work with SFMTA and Department of Public Works to implement street traffic calming methods.

POLICY 7.3.7

Provide more pedestrian scale lighting on alleys and streets.

IMPLEMENTATION 7.3.7.1

Work with the Department of Public Works on Western SoMa streets and alleys.

POLICY 7.3.8

Maximize opportunities for public view corridors.

IMPLEMENTATION 7.3.8.1

Insert a code section addressing the protection of public view corridors leading to the waterfront in the Planning Code.

POLICY 7.3.9

Maximize public access to the shoreline and all major open space areas such as the waterfront and Yerba Buena Gardens through pedestrian and bicycle access.

IMPLEMENTATION 7.3.9.1

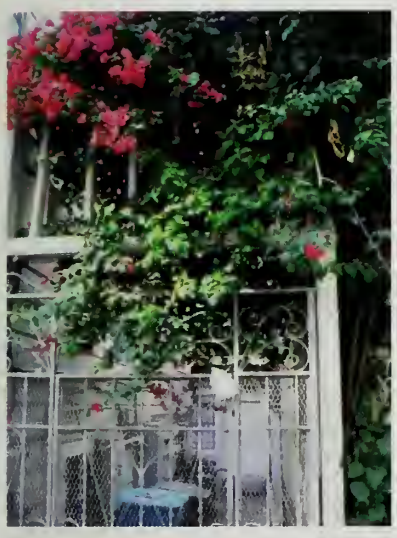
Follow and amend, as necessary, the San Francisco Bicycle Plan.

POLICY 7.3.10

Provide public amenities and infrastructure that support the use of open space such as public toilets, park benches, pedestrian scale lighting, and minimal gates/barriers to access.

IMPLEMENTATION 7.3.10.1

Work with the Department of Public Works to continue approving, improving and maintaining essential public facilities.



IMPLEMENTATION 7.3.10.2

Work with Caltrans in appropriate locations to encourage landscaping.

POLICY 7.3.11

Require that new development contribute a continuous row of appropriately-spaced trees at all streets adjacent to the project.

IMPLEMENTATION 7.3.11.1

Work with the Department of Public Works, Bureau of Streets and Mapping and Friends of the Urban Forest to continue approving, improving and maintaining street trees.

POLICY 7.3.12

Require that new development contribute to ecological and sustainable streetscape with permeable pavements and storm water collectors.

IMPLEMENTATION 7.3.12.1

Work with the Department of Public Works, Bureau of Streets and Mapping and Friends of the Urban Forest to continue approving, improving and maintaining streets to add an ecological factor that can make streets an efficient yet more livable sustainable public realm system.

POLICY 7.3.13

Require public art in all new open space development in the neighborhood.

IMPLEMENTATION 7.3.13.1

Work with neighborhood groups involved in the arts and with the San Francisco Art Commission to expand public art.

OBJECTIVE 7.4

Create a network of streets that connects open spaces and improves the pedestrian experience and aesthetics of the neighborhood

POLICY 7.4.1

Design the intersections of major streets to reflect their prominence as public spaces.

POLICY 7.4.2

Significant above grade infrastructure, such as freeways, should be retrofitted with architectural lighting to foster pedestrian connections beneath.

POLICY 7.4.3

Where possible, transform unused freeway and rail rights-of-way into landscaped features that provide a pleasant and comforting route for pedestrians and bicyclists.

IMPLEMENTATION 7.4.3.1

Work with SFMTA, SFCTA and Planning to evaluate and rate areas for new pedestrian routes and bicycle improvements.

POLICY 7.4.5

Enhance the pedestrian environment by requiring new tree planting abutting sidewalks.

OBJECTIVE 6.6

Ensure that existing open space, recreation and park facilitities are well maintained

POLICY 7.5.1

Prioritize funds and staffing to better maintain existing parks and obtain additional funding for a new park and open space facilities.

IMPLEMENTATION 7.5.1.1

Work with neighborhood organizations and public agencies to coordinate funding for maintaining, repairing and staffing facilities and open space areas.

POLICY 7.5.2

Explore opportunities to use existing recreation facilities, such as school yards, more efficiently.

IMPLEMENTATION 7.5.3.1

Work with the neighborhood organizations and public agencies, such as the Unified School District to make school yards available to neighbors.

Policies in this section strengthen diversity, one of the most important aspects of the neighborhood needs and contributions to San Francisco and the region. These policies compliment other open space policies and measures proposed for the neighborhood and emphasize the need to facilitate neighborhood awareness and education about recreation and open space issues.

OBJECTIVE 7.6

Maintain and promote diversity of neighborhood open spaces

POLICY 7.6.1

Require all new areas for open space to be designed in versatile ways, and include a wide spectrum of uses.

IMPLEMENTATION 7.6.1.1

Work with the neighborhood organizations and public agencies to set a public review process that check for diversity and versatility in all proposed open space projects in the area.

POLICY 7.6.2

Create new open space areas to be used during the day and at night, by a diverse community, including pets, toddlers, elders, residents, tourists, workers, etc.

POLICY 7.6.3

Fund and maintain public open spaces for a diverse, constantly changing community.

IMPLEMENTATION 7.6.3.1

Work with the neighborhood organizations and public agencies to keep track of annual expenditures and budget updates of funding for open space in the neighborhood.

POLICY 7.6.4

Require recreational spaces for toddlers and elders as part of major new residential development.

IMPLEMENTATION 7.6.4.1

Assess an impact fee from residential development to be applied towards financing open spaces for toddlers and elders.

POLICY 7.6.5

Encourage the design of open spaces for use by a different public throughout the day and night as well as throughout the seasons, so these spaces can be enjoyed by a diverse community and for a variety of celebrations and events.

IMPLEMENTATION 7.6.5.1

Address the ongoing formal use of certain alleys and streets for parades, street fairs.

POLICY 7.6.6

Require new commercial and industrial development to contribute to public open space such as street-level plazas with benches, street lights, and street front open space accessible to workers, residents and visitors at minimum during the day time.

IMPLEMENTATION 7.6.6.1

Assess an impact fee from commercial development to be applied towards financing open spaces for workers.

POLICY 7.6.7

Require new residential, commercial and industrial development to contribute to the creation of public open space, and/or provide on-site private open space designed to be publicly accessible and to meet the needs of residents.

IMPLEMENTATION 7.6.7.1

Amend Planning Code to require all new residential and commercial development on medium and large development sites to provide a percentage of "private" open space accessible to the public.

POLICY 7.6.8

Encourage private open space to be provided as common spaces for residents and workers of the building.

POLICY 7.6.9

Strengthen requirements for commercial development to provide on-site open space.

IMPLEMENTATION 7.6.9.1

Work with the office of Workforce and Economic Development (MOEWD) to educate businesses about providing open space areas for workers.

OBJECTIVE 7.7

Educate the public about health, food, natural habitats, local resources through recreation and open spaces

POLICY 7.7.1

Use public workshops to educate the public about history and current conditions of the local natural and urban resources, and the cultural and natural environment, as they relate to the neighborhood's physical, economic, social and cultural characteristics.

IMPLEMENTATION 7.7.1.1

Work with community businesses, residents and the Recreation and Parks Department to generate funds for outreach and education materials to keep the neighborhood in the loop about the neighborhood's history, current conditions, physical, economic, social and cultural characteristics.

POLICY 7.7.2

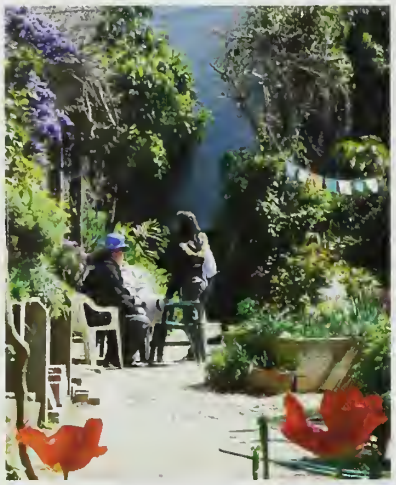
Encourage new parks to have signs and stations that promote different forms of physical activity around the park area.

IMPLEMENTATION 7.7.2.1

Work with the community and the Recreation and Parks Department to create neighborhood signs and recreational programs tailored to the community needs.

POLICY 7.7.3

Encourage using a portion of the new park or open space area to make public announcements related to public health, healthy foods, and the natural elements of the urban environment.



IMPLEMENTATION 7.7.3.1

Support the continued neighborhood efforts to work with the Recreation and Parks Department and the Department of Public Health to educate the community about public health, healthy foods, and the natural elements of the urban environment.

POLICY 7.7.4

Hold an annual event in neighborhood recreational facilities and open spaces to promote community use and ownership of the facilities and parks.

IMPLEMENTATION 7.7.4.1

Support the community holding an annual event in neighborhood recreational facilities.

MAINTAIN REAR YARD PATTERNS

Maintaining and building rear yard patterns is crucial. In the absence of publicly accessible open spaces, new and existing rear and front yard pattern, roof gardens and community gardens in Western SoMa become excellent privately owned and publicly accessible areas for recreation, socialization, public education, mitigation of air pollution, and food production.

OBJECTIVE 7.8

Maintain rear and front yard patterns

POLICY 7.8.1

Promote at grade front and rear yard open space in existing and new residential development.

IMPLEMENTATION 7.8.1.1

Respect existing and opportunities to develop new rear yards in this neighborhood. Planning Code Section 101 states that one of the purposes of the Planning Code is to provide adequate light, air, privacy and convenience of access to property in San Francisco.

POLICY 7.8.2

Stop granting variances for rear yard requirements.

IMPLEMENTATION 7.8.2.1

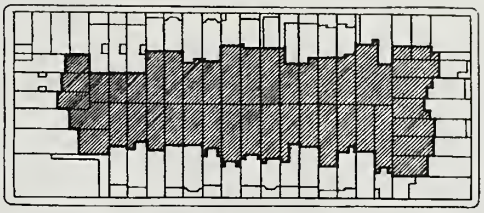
Delete Section 134(e) from the Planning Code.

POLICY 7.8.3

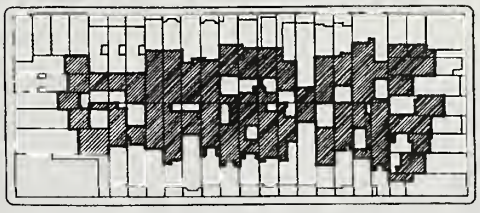
Maintain open space other than at grade on existing buildings

Rear yard typical patterns

Block with a strong mid-block open space pattern.



Block with an irregular mid-block open space pattern. The rear yards of many of the parcels are developed with structures.



IMPLEMENTATION 7.8.3.1

Encourage private open space in the form of balconies, atriums, podiums, front stoops as a way to keep and maintain open space that is not at grade.

POLICY 7.8.12

Encourage generous not at grade open space in new development when at grade open space is impossible to comply with.

IMPLEMENTATION 7.8.8.2

Update the planning code so the requirement for open space is increase in the absence of at grade open space in new residential development.

SUSTAINABILITY, MITIGATION AND ALTERNATIVE ENERGY MEASURES

These policies promote and enhance the natural and built environment, the neighborhood sustainability and history. Overwhelming scientific research demonstrates that public parks are vital for the physical and mental health and well-being of city dwellers. Access to food is essential to a healthy community, and the use of solar energy and other sources of alternative energy generators can be used to power lighting, irrigation systems, and can serve as a tool for public education on energy saving technologies.

Public agencies standards and policies that encourage the restoration, preservation and protection of healthy natural habitats promote the implementation of minimum requirements and incentives from any public agency dedicated to an ecological and sustainable Bay Area.

OBJECTIVE 7.9

Require noise and air pollution mitigation measures

POLICY 7.9.1

Require mitigation measures for noise and pollution when building new open spaces and or recreational facilities.

IMPLEMENTATION 7.9.1.1

Insert a Planning Code requirement section for Western SoMa addressing mitigation measures for noise and pollution proposed by the Department of Public Health.

IMPLEMENTATION 7.9.1.2

Update the 1972 San Francisco transportation Noise-level Map in the General Plan Noise Element to reflect current conditions and to ensure compatible land use planning.

IMPLEMENTATION 7.9.1.3

Make noise and pollution mitigation measurements part of environmental review process.

POLICY 7.9.2

Open space should not be developed in areas where the roadway contributes significantly to air pollution.

IMPLEMENTATION 7.9.2.1

Insert a Planning Code requirement section for Western SoMa addressing air pollution.

POLICY 7.9.3

Relocate open space related projects, if necessary, outside of noise, and traffic pollution hazardous zones.

IMPLEMENTATION 7.9.3.1

Work with the Department of Public Works on strategies addressing life under freeways.

OBJECTIVE 7.10

Promote innovative and alternative green and sustainable publicly-accessible private open space

POLICY 7.10.1

For major new residential and office development, encourage the establishment and maintenance of rooftop gardens on at least 25 percent of usable roof space.

IMPLEMENTATION 7.10.1.1

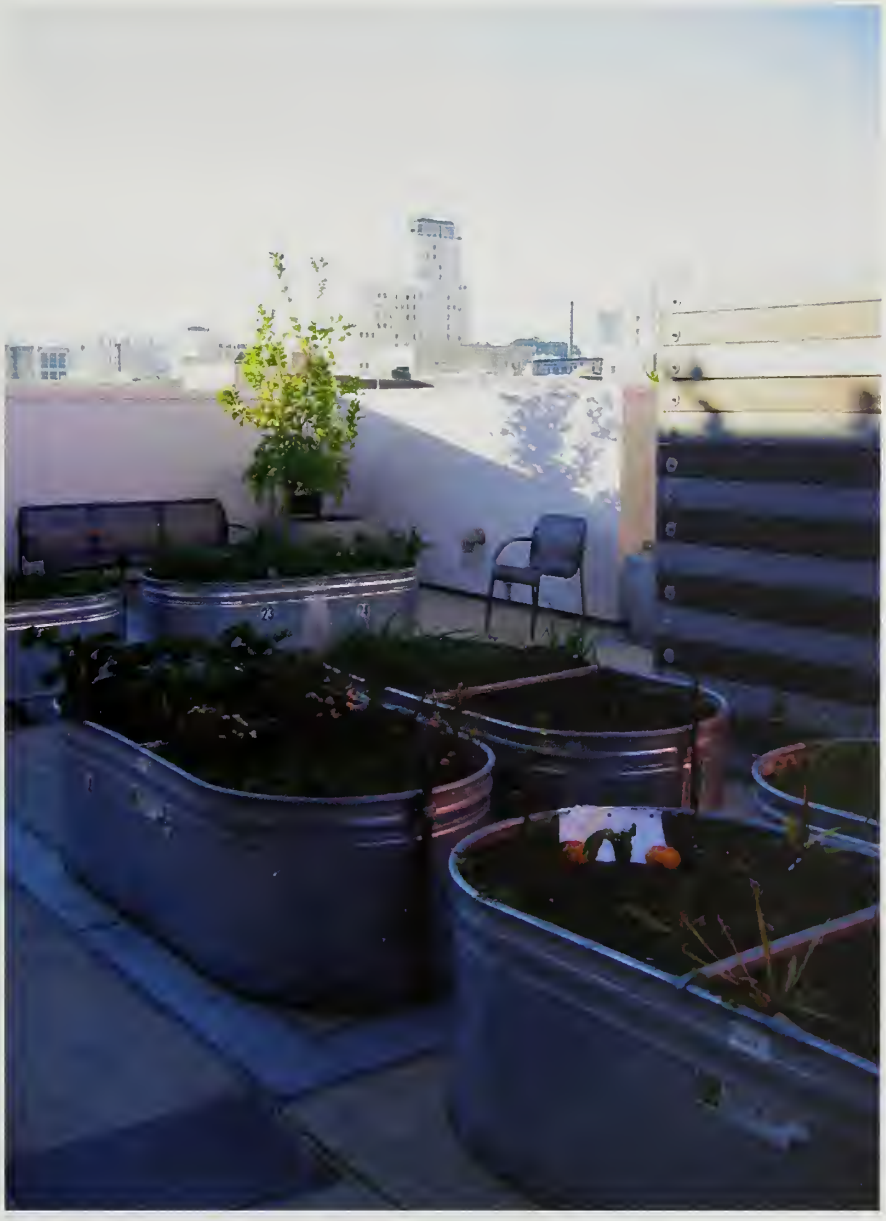
Amend the Planning Code and work with the Building Code to allow rooftop gardens as public and private open space.

POLICY 7.10.2

Require minimum ecological standards for urban landscaping for all new development and provide incentives for existing development to meet these standards.

IMPLEMENTATION 7.10.2.1

Work with the Department of the Environment and the PUC to coordinate the appropriate green building materials, water use, and ecological standards in all new open space developments.



POLICY 7.10.3

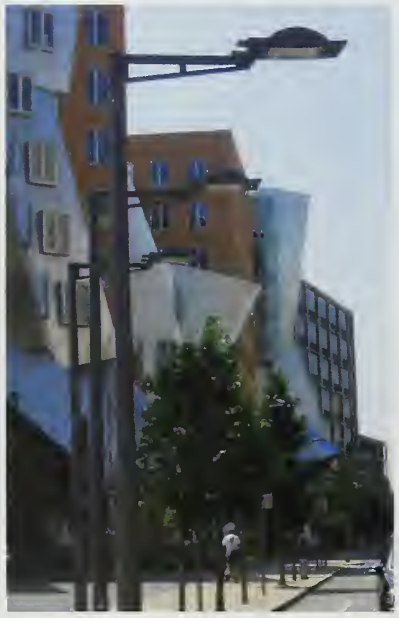
Explore ways to retrofit existing parking and paved areas to minimize negative impacts on microclimate and allow for storm water infiltration.

IMPLEMENTATION 7.10.1.1

Work with the Department of the Environment and the PUC to coordinate the appropriate green building materials, water use, and ecological standards in all new open space developments.

POLICY 7.10.4

Encourage sensitive building design and use of solar energy whenever possible in the improvement of streets and alleys.



IMPLEMENTATION 7.10.4.1

Create a Planning Code requirement for designing spaces for solar orientation similar to Section 952 for Mission Bay.

POLICY 7.10.6

Require the use of solar energy in lighting and irrigation systems on new recreational facilities and open spaces.

IMPLEMENTATION 7.10.6.1

Create a Planning Code requirement for solar energy in lighting and irrigation systems in new recreational facilities and open spaces.

POLICY 7.10.5

Maximize solar access to all existing and new recreational open space.

IMPLEMENTATION 7.10.5.1

Apply height rules to allow appropriate and maximum solar access in alleys, and in all new recreational open space.

POLICY 7.10.7

Protect and restore natural resource areas by encouraging that land deemed to be a significant natural resource not be developed or altered.

IMPLEMENTATION 7.10.7.1

Create a Planning Code requirement for natural habitat preservation and restoration.

POLICY 7.10.11

Restore, preserve and protect healthy natural habitats in the neighborhood and surrounding areas.

These policies encourage the coordination of new development fees with all other agencies, so contributions and funds can be appropriately delegated to building and maintaining new and existing open space. The Task Force seeks opportunities to develop a program for the provision of "public benefits" for the neighborhood.

Planning Department is developing a program for the provision of benefits and improvements to provide services for current and new residents in the Eastern Neighborhood plan areas, where there is currently limited infrastructure. A key component of the program is the Needs Assessment, for which the department has engaged a consultant to provide an analysis on existing and future conditions.

The Needs Assessment evaluates the categories of open space and recreational facilities and services, including schools, libraries, public art, police and fire needs, health care and child care, neighborhood serving business, public infrastructure, transit, transportation and public realm improvements, affordable housing and historic preservation.

OBJECTIVE 7.11

Contribute community benefits funding towards park maintenance and programming

POLICY 7.11.1

Coordinate new development fees with all other agencies, so contributions and funds can be appropriately delegated to building and maintaining new and existing open space.

IMPLEMENTATION 7.11.1.1

Amend the Planning Code, Section 318.1 by addressing Impact Fees in Western SoMa.

POLICY 7.11.2

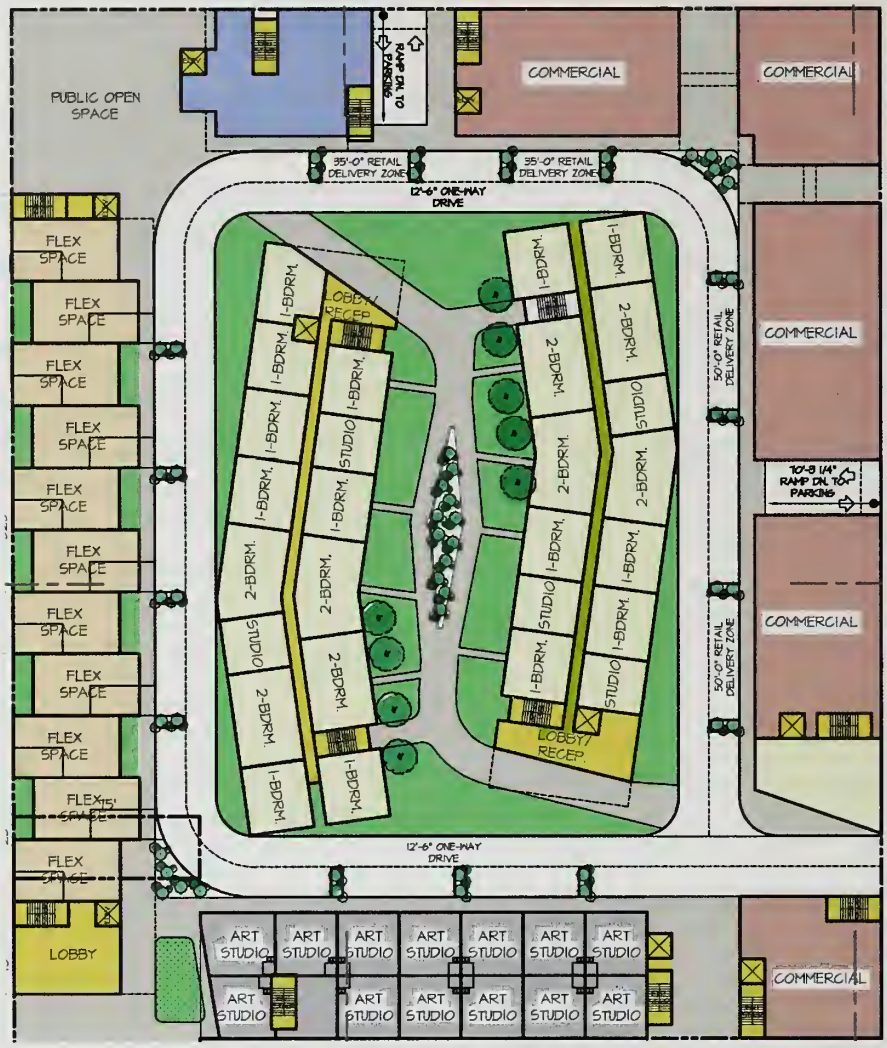
Pursue funding for capital improvements, operation, and maintenance of open space facilities through developer impact fees, in-kind contributions, dedication of tax revenues, and state or federal grant sources.

IMPLEMENTATION 7.11.2.1

Amend the Planning Code, Section 318.1 by addressing Impact Fees in Western SoMa.

POLICY 7.11.3

Consider using a portion of public benefits funding for the creation of community gardens based on community support.



IMPLEMENTATION 7.11.3.1

Amend the Planning Code, Section 318.1 by addressing Impact Fees in Western SoMa.

POLICY 7.11.4

Work with project sponsors on large development sites to provide publicly-accessible community open space, tot-lots, and recreation resources.

Photo courtesy of Slim's

Arts and Entertainment

Arts and entertainment are essential aspects of cultural expression and are fundamental to the well-being of the Western SoMa community. They provide the City and its communities with substantial economic benefits from both direct revenues and secondary effects.

Moreover, they are a large component of the City's cultural diversity, which is a major amenity for visitors, workers, and residents. As population increases, there must also be an increase in the capacity to satisfy a diverse community with a variety of cultural connection points and entertainment outlets.

Future development in Western SoMa should provide premier opportunities for the City to enrich its cultural amenities by both preserving existing arts and entertainment uses, and integrating new facilities throughout the neighborhood.

The arts are an integral part of any vibrant community and may serve as a means of transferring culture through the generations while providing a community with a sense of historical identity. It is critical that existing artistic expressions of cultural heritage be preserved for the benefit of future generations.

OBJECTIVE 8.1

Reinforce the importance of the arts by preserving and enhancing existing arts uses

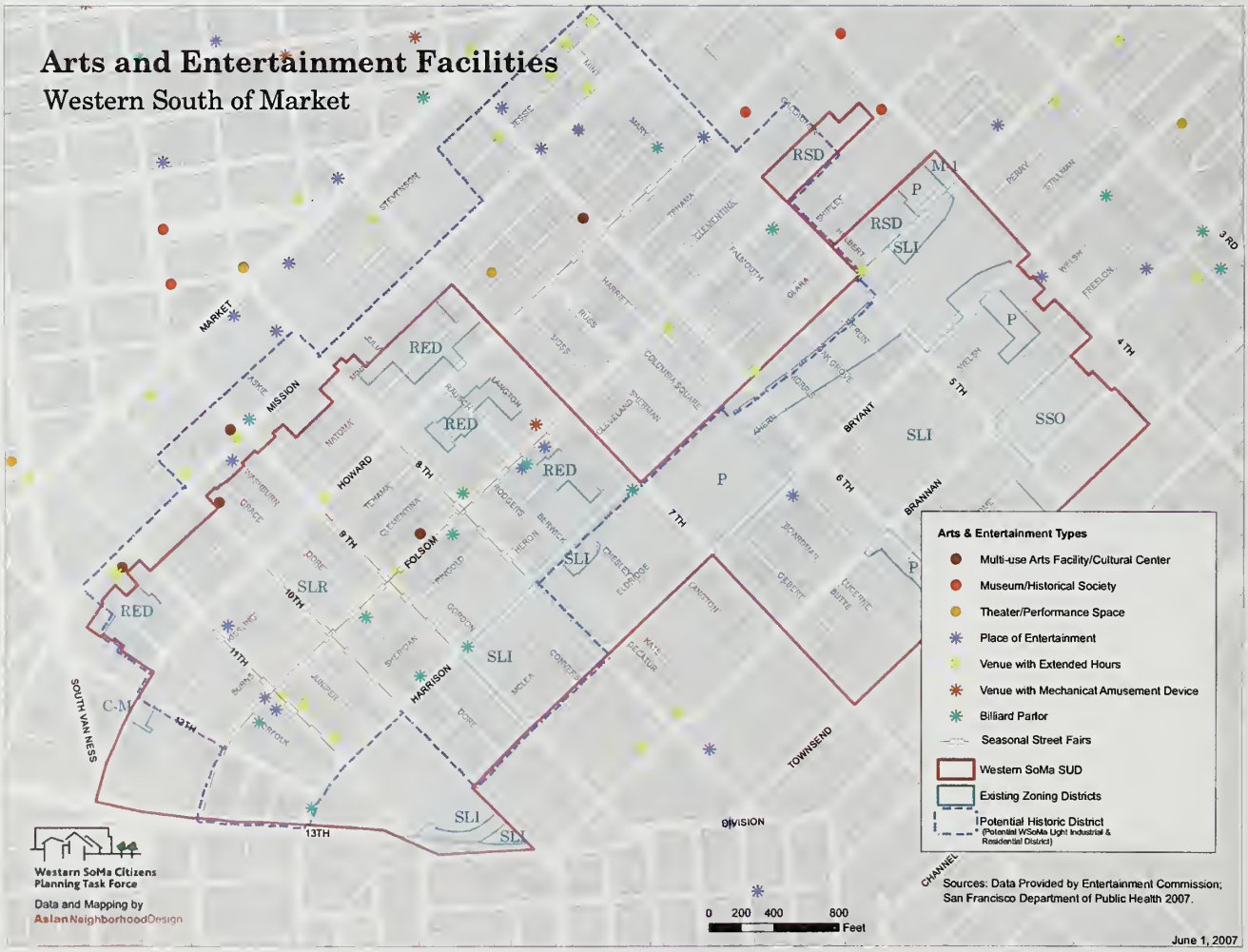
POLICY 8.1.1

Prohibit demolition of existing arts space without replacement and documentation.

In instances when it is necessary for existing arts spaces to be demolished, they should be replaced by a space of equal or greater value. Prior to demolition, efforts should be made to photograph, videotape, or otherwise record the appearance and presence of the arts space during its lifetime. These visual records could be given to the SF Arts Commission, the SF Public Library, and the SF Historical Society and/or used in the future building lobby, waiting room, or other public area. Where applicable, efforts should be made to include components of the former arts space into the future building design/construction – for example, preservation of a sculpture or archway structure.

POLICY 8.1.2

Discourage displacement of arts by having a Conditional Use trigger.



IMPLEMENTATION 10.1.2.1

In any instance when an identified arts use is at risk of being displaced directly by a proposed change of use, a Conditional Use permit procedure should be applied.

POLICY 8.1.3

Encourage Neighborhood Arts programs and organizations that address the diversity of the local population.

Publicly accessible and affordable arts education programs are vital to the progression of art appreciation and evolution, and they should be included within the neighborhood wherever possible. These programs can be organized in cooperation with other existing public programs, such as after school programs for youth, neighborhood parks appreciation, senior programming, and city-sponsored fairs and outreach events.

IMPLEMENTATION 8.1.3.1

Publicly accessible spaces should incorporate works of art, and the work of local artists should be given positive consideration.

IMPLEMENTATION 8.1.3.2

The City should support the creation of large (e.g., buildings) and small (e.g., street corners/street art nooks) spaces for public arts and performances.

POLICY 8.1.4

Create an artwork conservation fund and/or pooled art enrichment fund for multicultural projects.

POLICY 8.1.5

Promote public transportation to libraries, community centers, and other art and cultural facilities.

POLICY 8.1.6

Develop and implement financing plans for capital improvements, seismic upgrades, and life-safety upgrades to City-owned arts facilities.

POLICY 8.1.7

Encourage the use of schools and park facilities for low-to-no cost art and culture activities.

POLICY 8.1.8

Incorporate arts education into after-school programming.

POLICY 8.1.9

Use arts and cultural activities to promote social inclusion and the cultural vitality of Western SoMa.

The provision of new publicly displayed works of art and publicly accessible arts uses will create a more interesting and enjoyable place to live, work and visit.

OBJECTIVE 8.2

Improve livability by encouraging the development of new arts uses

POLICY 8.2.1

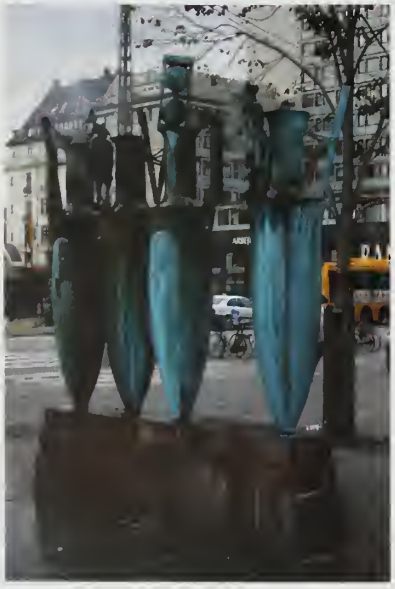
Create incentives for enterprise housing for artists that offers living areas and encourages shared work space.

The competition for both residential and commercial space has created strenuous circumstances for local artists. Live/work housing units do not fully utilize the potential space of a developable lot, and are thus more costly. Therefore, by separating the uses within a cooperative development, individual housing units may be economized, while combining the work spaces into a more functional shared area. This may potentially help prevent further departure and even promote new opportunities for new of local artists by providing a more useful space and reduced costs.

POLICY 8.2.2

Include new arts spaces as a proportion of new private development.

San Francisco Planning Code, Section 149, requires a percentage of construction costs for new development projects to be applied toward the inclusion of publicly displayed artwork and exhibition space. For new non-residential projects in the Western SoMa Special Use District that exceed 49,999 square feet, an equivalent of 10percent of the project's gross floor area should be set aside and dedicated for arts related uses as defined in the Zoning Code. Contributions of an equivalent value (1percent of total construction costs) may be made to a neighborhood benefits package for the construction of arts related spaces or public realm arts improvements in the Western SoMa may be provided in lieu of on-site dedications.



POLICY 8.2.3

For new commercial development larger than 50,000 feet or new residential development larger than 50 units, require the participation of local artists/artisans or neighborhood cultural councils in the pedestrian-level design of the building.

POLICY 8.2.4

Integrate public art work within the construction of new public buildings.

The construction of public buildings provides the city with an opportunity to set an example for the highest quality of public art and architecture integration. New public developments including buildings, parks, and streetscape improvements should provide the highest standard of public artwork displays.

POLICY 8.2.5

Encourage programs that require the involvement of local artists, artisans, and craftspersons involvement in the design of open space, signage, and street furniture.

POLICY 8.2.6

Design parks and open spaces to be accessible and usable for arts and cultural activities, such as outdoor performances and group practice.

POLICY 8.2.7

Dedicate a portion of impact fees for arts and cultural programming in new and existing public spaces, such as schools, parks, recreational facilities, and community centers.

POLICY 8.2.8

Create new incentives to promote the inclusion of arts facilities in private development.

IMPLEMENTATION 8.2.8.1

Exempt nonprofit arts spaces included in new development from floor area ratio calculations.

POLICY 8.2.9

Use City zoning and financial resources to create incentives for increasing the supply of affordable housing and work spaces for artists.

IMPLEMENTATION 8.2.9.1

Establish a density bonus for developers who include art space in their project.

POLICY 8.2.10

Include artists in affordable housing initiatives, possibly in conjunction with a resident artist or neighborhood arts programs.

Places for entertainment uses provide local artists with business opportunities while providing visitors and residents with venues to socialize and share in cultural activities. These entertainment venues often serve as the heart of a community. Their continued vitality should be a high priority.

OBJECTIVE 8.3

Protect and encourage appropriate neighborhood entertainment uses

POLICY 8.3.1

Provide opportunities for relocation of existing entertainment uses from residential areas to non-residential areas of the Western SoMa Special Use District.

Entertainment or recreational spaces provide opportunities for many different types of cultural interactions, and are essential to a complete neighborhood fabric. As cultural diversity increases, so too must a community's ability to facilitate those opportunities.

POLICY 8.3.2

Allow entertainment uses in select areas under lower intensity circumstances and as a complementary activity in permitted uses.

Western SoMa provides many opportunities for nightlife and entertainment due to its relatively low housing density and proximity to public transit. As the Western SoMa becomes increasingly residential, nighttime entertainment may create conflicts with housing uses. Therefore, new entertainment uses should be restricted to appropriate levels of intensity and locations.

POLICY 8.3.3

Include entertainment spaces as a proportion of new development.

The development of neighborhood-serving commercial space is strongly encouraged. New commercial spaces should be designed to adequately suit the needs of entertainment venues and should integrate entertainment uses wherever appropriate.

POLICY 8.3.4

Encourage clustering neighborhood serving uses around existing entertainment facilities.

Incentives should be provided to help facilitate the integration of entertainment venues into the mix of uses in our neighborhoods. New commercial development may be guided toward primary locations where complementary businesses would provide increased economic activity.

Community Facilities

In the future, the success of the Western SoMa SUD and its residential communities will largely depend upon the adequate and efficient provision of community facilities and services throughout the area. A principal thrust of this plan must be to assure that the location, number and types of these amenities meet the needs and desires of the Western SoMa neighborhood, placing emphasis on facility maintenance and the addition of specific services to address deficiencies. Once implemented, evaluations should be conducted of these community facilities and services to ensure their effective delivery.

While in some areas of the Western SoMa there may be an adequate supply of community facilities, there are some principal issues that need to be addressed, such as determining how best to maximize the use of existing facilities; ensuring an equitable distribution of facilities that can improve the quality of life for all; managing the necessary maintenance of new and existing facilities, in light of budgetary constraints; and making an effective level of affordable community services available to the community, despite the threat of widespread federal, state and regional cutbacks.

In essence, this plan component attempts to outline the facilities and services of greatest demand to the community, such as human services, child care, and education, but also places a great deal of emphasis on the preservation of other services.

- Links to social and cultural institutions, such as the Lesbian-Gay-Bisexual- Transgender-Queer-Questioning (LGBTQQ) and Filipino-American communities.
- Provision of community recreation, art and education facilities as part of the development of new projects.
- Provision of sustainable urban agriculture and access to foods, on the part of retail businesses.

OBJECTIVE 9.1

Provide essential community services and facilities

POLICY 9.1.1

Support the siting of new facilities to meet the needs of a growing community and to provide opportunities for residents of all age levels.

IMPLEMENTATION 9.1.1.1

Develop a shared definition of neighborhood serving community and human service activities or "neighborhood completeness" with appropriate City agencies and the community.

IMPLEMENTATION 9.1.1.2

List new facilities required in the neighborhood to provide local services and work with the appropriate City agencies to seek funds for building and maintaining them.

POLICY 9.1.2

Encourage appropriate location and expansion of essential neighborhood-serving community and human services activities throughout Western SoMa, exclusive of the residential enclave districts.

IMPLEMENTATION 9.1.2.1

Facilitate the careful location and expansion of essential neighborhood service facilities, while limiting the concentration of such activities within any one neighborhood.

POLICY 9.1.3

Recognize the value of existing facilities and support their expansion and continued use.

IMPLEMENTATION 9.1.3.1

Identify existing facilities and determine the need for new facilities needed to provide services to the neighborhood and to the city at large.

POLICY 9.1.4

Support existing and encourage new community serving social and cultural facilities in Western SoMa that support low-income and immigrant communities by creating new spaces that house services such as English as a Second Language, employment, art, education and youth programming.

IMPLEMENTATION 9.1.4.1

Work with Youth organizations and Community College to develop a list of desired facilities that help low-income and immigrant communities to grow, such as schools for technical and English as a Second Language classes.

POLICY 9.1.5

Ensure adequate maintenance of existing public health and community facilities.

POLICY 9.1.6

Seek the San Francisco Unified School District consideration of new middle and high school options in the Western SoMa, or the expansion of existing schools to accommodate middle and high school demand from projected population growth in the Western SoMa.

IMPLEMENTATION 9.1.6.1

Work with the Unified School District considering accommodating middle school into existing facilities to better accommodate demands from projected population growth.

POLICY 9.1.7

Work with appropriate City agencies to build and utilize school facilities as multi-use facilities, with joint use agreements that permit co-location of neighborhood services such as youth-serving community based organizations, low income clinics, recreation centers, and job skills training sites.

POLICY 9.1.8

Identify potential uses of existing school facilities for after school programs.

IMPLEMENTATION 9.1.8.1

Work with the Unified School District identifying potential uses in existing facilities so they accommodate after school care.

POLICY 9.1.9

Identify a potential area in Western SoMa that could be appropriate for a neighborhood middle school, taking into consideration a number of factors, including pedestrian safety, noise and air quality conditions, and the feasibility of being co-located with another public works project (e.g., park, historic/cultural center, or City-sponsored childcare).

IMPLEMENTATION 9.1.9.1

Reserve parcels to accommodate school facilities sufficient to meet anticipated population growth, evaluate the revenues and costs associated with the development of "Community Schools" in new and existing residential neighborhoods, and evaluate funding alternatives for new school construction, including impact fees, surplus property sales, and school construction bonds.

POLICY 9.1.10

Ensure public libraries in the plan area have sufficient materials to meet projected growth, to continue quality services, and to provide access for residents of the area.

IMPLEMENTATION 9.1.10.1

Work with San Francisco Public Library and other sources of funds to keep local library materials, facilities, and programs.

OBJECTIVE 9.2

Provide neighborhood childcare services where they will best serve local residents and workers

POLICY 9.2.1

Encourage the creation of childcare facilities (licensed childcare centers or licensed family childcare homes) in affordable housing or mixed-use developments.

IMPLEMENTATION 9.2.1.1

Require that any commercial development over 25,000 square feet or residential development over 100,000 square feet to build a childcare facility onsite.

IMPLEMENTATION 9.2.1.2

Establish a relationship with a non-profit to provide a childcare facility in San Francisco when not provided on site.

IMPLEMENTATION 9.2.1.3

Pay one dollar per square foot of commercial or residential space developed into the Child Care Capital Fund.

POLICY 9.2.2

Locate childcare near residential areas, on-site in new residential complexes, near transit facilities, or near employment centers to support families by reducing the time spent going to and from daycare, and to support other plan goals of traffic reduction and increased transit ridership.

POLICY 9.2.3

Through the Public Benefits Program, consider childcare as one of the potential benefits to be funded through impact fees, increased tax revenues, community facility districts and/or other fees levied for community benefits.

IMPLEMENTATION 9.2.3.1

Public benefits could be used to provide subsidized rent or to provide favorable lease terms for childcare facilities where childcare space is not included.

IMPLEMENTATION 9.2.3.2

Identify locations with significantly increased childcare need, such as UCSF Mission Bay area, and facilitate initial childcare-related communication between large scale residential or commercial development.

IMPLEMENTATION 9.2.3.3

Identify a variety of ways that commercial and residential buildings may achieve per-child open space requirements for on-site childcare facilities through strategies that reduce parking demand, meet air and noise quality requirements, and creatively meet space requirements.

IMPLEMENTATION 9.2.3.4

Draft design guidelines for child care facilities within multi-family housing. If building a new child care facility, ensure design will rate a 5 or above on the FPG Child Development Institute's Child Care Environment Rating Scale.

OBJECTIVE 9.3

Ensure continued support for human service providers throughout the South of Market neighborhoods

POLICY 9.3.1

Promote the continued operation of existing human and health services that serve low-income and immigrant communities in the Western SoMa, and prevent their displacement.

IMPLEMENTATION 9.3.1.1

Work with the Department of Public Health assessing human and health services and programs that serve low-income and immigrant communities in the Eastern Neighborhoods

POLICY 9.3.2

Encourage new facilities and spaces for providers of services such as English as a Second Language, employment training services, art, education and youth programming.

IMPLEMENTATION 9.3.2.1

Work with Youth organizations and Community College to develop a list of desired facilities that help low-income and immigrant communities to grow, such as schools for technical and ESL classes.

IMPLEMENTATION 9.3.2.2

Explore a range of revenue-generating tools to support the ongoing operations and maintenance of community facilities, including but not limited to public funds, grants and private funding sources.

OBJECTIVE 9.4

Reinforce the importance of the South of Market as a center for Filipino-American and LGBTQ life in San Francisco

POLICY 9.4.1

Support efforts to preserve and enhance social and cultural institutions.

IMPLEMENTATION 9.4.1.1

Work with LGBTQ organizations and Filipino organizations to asses and prioritize social and cultural institutions, encouraging their preservation and listing them as of local importance.

POLICY 9.4.2

Encourage the creation of new social and cultural facilities in the SoMa area.

IMPLEMENTATION 9.4.2.1

Work with LGBTQ organizations and Filipino organizations to seek funds for more cultural institutions.

POLICY 9.4.3

Protect and support Filipino, LGBTQ and other minority or culturally significant local business, structures, property and institutions in Western SoMa.

IMPLEMENTATION 9.4.3.1

Recognize Filipino, LGBTQ and other culturally significant local business, structures, property and institutions in Western SoMa.

POLICY 9.4.4

Develop a definition of social and cultural institutions, including clear explanation of how these institutions are or are not covered by existing historical preservation policies and what each City agency's role is in supporting these institutions.

POLICY 9.4.5

Ensure that existing cultural facilities are adequately staffed, buildings are maintained and methods are developed to meet increased cost and address increased usage of existing facilities.

IMPLEMENTATION 9.4.5.1

Work with appropriate City agencies in seeking funds for facility maintenance on an on-going basis.

POLICY 9.4.6

Prioritize maintenance and support funding for cultural and service facilities that support Filipino-Americans, such as the Bayanihan Center, the Filipino Education Center, and the West Bay Pilipino Multi-Services Center.

POLICY 9.4.7

Prioritize maintenance and support funding for cultural and service facilities and events such as street fairs that support the LGBTQ community.

OBJECTIVE 9.5

Encourage community recreation, public health, food production, art and education facilities as part of major real estate rehabilitiation or new construction projects

IMPLEMENTATION 9.4.7.1

As part of the Community Benefits Program, pursue funding for capital improvements, operation, and maintenance of social and cultural facilities and libraries through developer impact fees, in-kind contributions, community facilities districts, dedication of tax revenues, and state or federal grant sources.

POLICY 9.5.1

Development projects over 50,000 square feet should provide publicly-accessible community spaces or provide publicly-accessible open spaces.

OBJECTIVE 9.6

Promote food access and sustainable urban agriculture

POLICY 9.6.1

Provide expedited permit review processes for all retail businesses providing a minimum of 10 percent shelf space for fresh produce.

POLICY 9.6.2

Require community shared agriculture drop off locations in major new residential developments.

POLICY 9.6.3

Identify new areas for community gardens within the plan area. Consider new locations to be within new or existing parks or near existing or new community facilities.

POLICY 9.6.4

Consider using a portion of public benefits funding for the creation of community gardens based on community support.

POLICY 9.6.5

Consider using a portion of public benefits funding to support the transport of low-income residents to local farmers markets.

POLICY 9.6.6

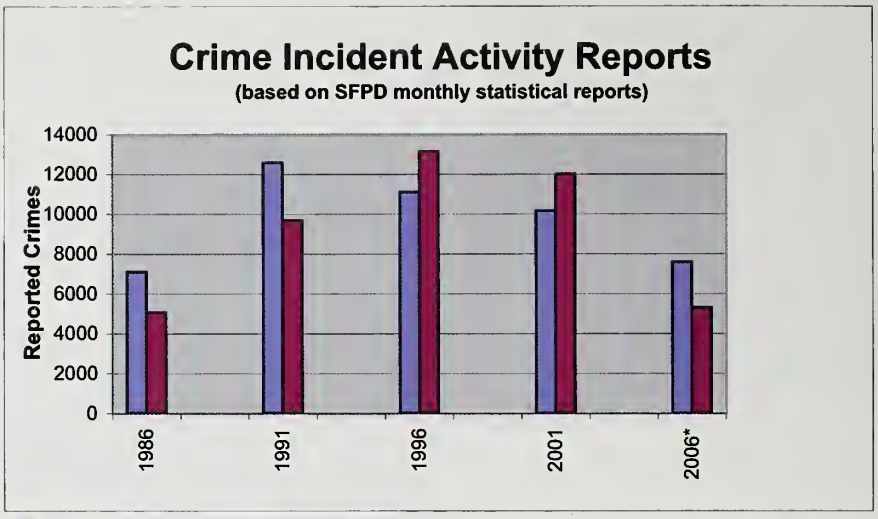
If a new, remodeled or expanded school facility is developed, encourage that the school include the provision of fully functioning kitchens so that school meals are served on site and provide green space equal to 20 to 40 percent of the project site area to include a school garden.

Safety and Public Welfare

As the residential population of Western SoMa has grown, concerns about safety have become more important to many members of the community. At the first Town Hall meeting held by the Western SoMa Task Force in June of 2007, the small-group discussion facilitated by the Complete Neighborhood Fabric Committee was dominated by talk about crime, safety and quality of life.

To many longtime residents of Western SoMa, the standards for quality of life have always been tempered by the industrial nature of the area. Lower rents and greater tolerance for alternative lifestyles were always weighed against the higher standards of safety and cleanliness found in the more gentrified parts of the city. Newcomers to the neighborhood, swept in by the dot com boom and caught up in the spiraling prices of live/work lofts, made no such allowances. The 2006 race for the Board of Supervisors here in District 6 was dominated by charges of inattention to safety and the public welfare.

Has South of Market grown more dangerous? A review of crime statistics for the area served by Southern Station, sampled at five year intervals, actually shows the incidence of very serious offenses is lower today than what was reported in 1991, 1996 or 2006. Only in 1986 was the crime rate lower than what SoMa experienced last year. In the diagram below, crime statistics for each of these years are reported in "Crime Incident Activity Reports - San Francisco Police Department Monthly Statistical Reports," with Part I crimes representing very serious offenses such as rape, robbery and homicides depicted by the blue bars on the graph; and Part II crimes, including just about all the other crimes short of infractions (shown in red). The community infractions of noise, littering, graffiti, urination and defecation were discussed at the June 2007 Town Hall conversations.



* Statistics for 2006 were only available for the first nine months. The figures 10,122 (very serious offenses) and 7,097 (all other offenses) project what the twelve month total would be if the crime rate continued apace with the first nine monthes.

Source: San Francisco Public Library

Unfortunately, these infractions are the lowest priority for law enforcement, leading to the perception that the community is ignored and treated with less respect than other parts of the city. As the population density increases, the incidence of these quality of life offenses affects more people. No one should have to live in a dirty, intolerable community.

To the extent that rezoning has opened up many formerly industrial areas to residents, urban planning takes on some of the responsibility for mitigating what was once the sole provenance of law enforcement.

"Crime Prevention through Environmental Design" (CPTED) is the field that provides us with tools to fulfill that role. It owes its origin to the work of Jane Jacobs who, in "Death and Life of Great American Cities," drew a direct connection between successful place-making and overall public safety.

The safest communities have developed over long periods of time, absent any help from trained planners, with a rich range of activities and uses and with buildings of different designs and purposes. Modern planning efforts to recreate these communities with "mixed-use" zoning usually result in massive housing projects in neighborhoods with a smattering of meaningless ground floor retail space. Most are sorely lacking in all the essentials that go into creating a complete neighborhood. Unoccupied ground floor space, blank walls, inappropriate landscaping and uses that turn their back on the outside community should be discouraged.

OBJECTIVE 10.1

Build "Crime Prevention through Environmental Design" (CPTED) standards into new zoning classifications

POLICY 10.1.1

Encourage a mix of uses that promote public participation and provide "eyes on the street."

POLICY 10.1.2

Encourage natural surveillance by creating a better sense of community.

POLICY 10.1.3

Require adequate exterior lighting on all new developments.

POLICY 10.1.4

Ensure that trees and shrubbery do not obscure sight lines.

The 1990 rezoning of South of Market attempted to codify the community's existing mixed-use character. Service, Light Industrial and Residential (SLR) zoning, allowed community-serving, service-oriented and blue collar industries to coexist with residential uses and grandfathered in dozens of entertainment venues in the hope that people would be able to live, work and play all in this one area. Experience has shown that, although these varied uses occasionally come into conflict, South of Market is enriched by its diversity.

OBJECTIVE 10.2

Encourage appropriate activities during both day and night

POLICY 10.2.1

Encourage uses that operate outside of the usual "nine-to-five" workday.

The current Place of Entertainment permitting process is a one-size-fits-all process that, because of First Amendment concerns, cannot distinguish between a loud amphitheater, a small jazz club or even a restaurant featuring a disk jockey. While government cannot define entertainment for any venue, it can regulate secondary impacts.

IMPLEMENTATION 10.2.2.1

Allow separate permits for small venues and for entertainment that is only complimentary to a permitted use, such as restaurants, and that these uses should be sensitively introduced throughout Western SoMa.

POLICY 10.2.2

Encourage lower-intensity, neighborhood-serving entertainment venues.

An entertainment venue that respects its surrounding community and operates late into the night provides more security for everyone. It can also generate the critical mass to support ancillary businesses that benefit the entire neighborhood. Service-oriented and light industrial uses also contribute to creating a 24 hour neighborhood which creates a greater sense of security by providing constant "eyes on the street."

OBJECTIVE 10.3

Increase social cohesion among residents and local business owners

POLICY 10.3.1

Provide a basic level of common services, especially at major transit nodes, to prevent the perception of isolation.

SoMa was laid out with large industrial city blocks, some of the longest in the city. Alleys help break up those long stretches. Mid-block crossings should also be encouraged.

POLICY 10.3.2

Provide mid-block crossings on Folsom Street.

The Planning Department, the Commission, the Board of Supervisors -- in fact, the entire City family -- all have an obligation to help knit South of Market back together. SoMa is surrounded by freeways, is home to many of the most popular big box stores, auto repair shops, services for the Financial District and the hospitality industry and provides the entire region with entertainment. It bore the brunt of the dot com boom and bust and is now experiencing an incredible increase in population.

IMPLEMENTATION 10.3.2.1

Develop mid-block crossings on each block of Folsom Street, between 7th and 10th Streets.

POLICY 10.3.3

Encourage community-building activities.

Creating safe public spaces requires commitment to environmental improvements and also to increasing community interactions, social relationships between neighbors and local business owners, improving economic conditions, and cultivating a sense of pride and ownership over the neighborhood. Such commitments can be cultivated in a number of ways including 1) funding for spaces to meet; 2) funding for public, community building events, like neighborhood fairs and festivals; 3) encouraging public participation in community decision-making; and 4) creating economic and social opportunities for youth, families, seniors and others.

IMPLEMENTATION 10.3.3.1

Create a meeting room or other sheltered public space with the appropriate lavatory and other facilities that could be used as an election voting station, community meetings, after school programming, tutoring/mentoring, senior center or other social programs.

POLICY 10.3.4

Provide funding or physical space for the creation and/or continued programming of a neighborhood clean-up committee, a neighborhood crime prevention committee, or other neighborhood-oriented committee that seeks to promote social engagement and healthy communities.

IMPLEMENTATION 10.3.4.1

Coordinate with the Department of Public Works for expedited development of sheltered public spaces with street furniture.

POLICY 10.3.5

Organize periodic town hall meetings between police, elected officials, and current residents, property and business owners to discuss the impact of new development and ways to improve neighborhood safety.

POLICY 10.3.6

Work with San Francisco Police Department to reduce crime in high crime areas by incorporating Crime Prevention through Environmental Design strategies and increasing police presence.

IMPLEMENTATION 10.3.6.1

Encouraging police patrol on bike, and foot; integrating police or security in neighborhood schools and community centers.

IMPLEMENTATION 10.3.6.2

Support police patrol in and around public transportation.

POLICY 10.3.7

Consider using a portion of public benefits funding to work to include employment and activities opportunities for youth.

IMPLEMENTATION 10.3.8.1

Hire youth to disseminate information and promote community engagement.

IMPLEMENTATION 10.3.8.2

Hire youth to create murals on walls, trash cans, and other designated areas of the development, maintain community gardens, and remove graffiti.

OBJECTIVE 10.4

Ensure a high quality of life for existing and new residents and workers

POLICY 10.4.1

Encourage the creation of a Community Benefits District to fund additional street cleaning.

POLICY 10.4.2

Support creating collaboration between the San Francisco Day Laborer programs and entertainment business owners to hire day laborers to pick up litter and clean streets around entertainment areas following business hours.

IMPLEMENTATION 10.4.2.1

Assist neighborhood organizations and businesses coordinate business hours liter pick up and street cleaning around entertainment uses.

POLICY 10.4.3

Work with local eating establishments and convenience stores to ensure there are trash cans locate both inside and outside their establishment and that signs discourage litter.

IMPLEMENTATION 10.4.3.1

Work with neighborhood schools to organize an anti-litter poster contest. The winning poster would be posted around Western SoMa.

POLICY 10.4.4

Designate a graffiti wall or section of a park where graffiti is encouraged. Offer awards or mini-grants for persons with the best graffiti on designated areas after a certain period of time, as long as the individual does not have current graffiti charges in other areas of the City.

POLICY 10.4.5

Work with the Department of Public Works to get self-cleaning public toilets placed along key commercial streets and near entertainment venues.

POLICY 10.4.7

Work with local entertainment owners to help fund regular cleaning of entertainment areas.

POLICY 10.4.8

Work with local restaurants, community centers, police stations, and other public facilities to allow increased public bathroom usage (include a slight financial incentive to allow public access or create sign that indicates name and location of public bathrooms). This program could provide free additional publicity for those businesses.

POLICY 10.4.9

Work with the San Francisco Day Laborer program or city janitorial services to establish a cleaning program where if businesses open their bathrooms to the public, they will receive one free bathroom cleaning per week from city-hired cleaners.

OBJECTIVE 10.5

Promote community participation in the Western SoMa Plan implementation process

POLICY 10.5.1

Establish a community advisory body to monitor implementation of the Plan and make recommendations for Plan amendments every two years.

POLICY 10.5.2

Conduct a formal external evaluation of community involvement activities during the course of the Western SoMa planning process to identify lessons learned and needs for future community improvement efforts.

POLICY 10.5.3

Promote public transportation to planning and implementation meetings to help increase community investment/engagement in neighborhood.

Street design and public realm improvements need to improve the use of streets by prioritizing pedestrian safety and their enforcement, ADA accessibility, physical streetscapes improvements, and beautification, as well as making public right of ways and streets inclusive to all citizens, regardless of obvious or concealed human disability or impairment. Currently various Department Codes cover the safety and accessibility of streets. Some provisions, however, contradict each other and should be coordinated to implement a plan that embraces the concept of "universal design."

Most existing disability language relates to "accessibility" and it is part of many Federal and State regulations as well as local Codes, including the Planning Code, the Building Code, the DPW Code, the Fire Code. In many areas the Planning Code is not consistent with the access requirements under State or Federal law. In order to make Western SoMa Plan universally compatible, the Planning Code provisions that contradict state or federal laws should be resolved and better coordinated with other public agency requirements.

OBJECTIVE 10.6

Build "safe and accessible places" through "universal design" (design that includes people with disabilities or impairments)

POLICY 10.6.1

Support building access to all public spaces, streets and public right of ways, as well as access to public spaces within private development in the neighborhood that is safe and accessible from the perspective of all local and federal regulations without contradictions regarding "safety" and "accessibility".

IMPLEMENTATION 10.6.1.1

Resolve contradictions between the Planning Code and Federal and State regulations regarding "accessibility standards."

IMPLEMENTATION 10.6.1.2

Assure public involvement in the Plan for Western SoMa, so all perspectives, including those from organizations or groups representing people with disabilities or impairments are part of creating safe places through "universal design" or inclusive design standards.

IMPLEMENTATION 10.6.1.2

Making streets and public right of ways accessible to all citizens through inclusive street improvements, traffic signals, beautification, and enforcement of rules affecting their use." and establishes priorities for the construction stage, and rank improvements.

Photo by Allan Berube
from the collection of Gayle Rubin

Epilog

This "Proposal for Citizen's Review" is released following the unanimous vote of the Western SoMa Citizens Planning Task Force to invite the greater South of Market and San Francisco communities to review and comment on the document. This planning proposal represents hundreds, if not thousands, of volunteer hours over a three year period devoted to crafting proposals that represent the broad spectrum of interests in the SoMa neighborhood. On behalf of the Project Manager, the citizen efforts preparing this community plan are dedicated to the undaunted community spirit and memory of Eugene Coleman and his lasting contributions to this neighborhood.

During the next ten months, the proposals contained herein will be presented to numerous community based organizations and other groups requesting such a presentation. Updates and the ongoing planning schedule for the eventual adoption process for this document can be found on the Task Force web site: www.sfgov.org/westernsoma. The Task Force sincerely forwards their best thinking to-date as a living document that asks in return for readers to review the proposed Objectives and Policies with respect for this neighborhood and all that it represents in the development history of San Francisco, as a place highly valued by current residents, businesses and visitors and in the context of 21st Century visions for the city.

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